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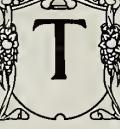
BETTER FRUIT

VOLUME VII

MARCH, 1913

NUMBER 9

Marketing Problem in Black and White

HIS EDITION is devoted exclusively to marketing, to wider distribution and to greater consumption, and contains the best ideas and most progressive plans of serious minded, thinking apple men, as expressed in addresses and papers read before the Fruit Growers' Conference at Spokane, in 1912; and the State Horticultural Society meetings in Washington, Oregon, Idaho and Montana, in 1913; the work of the International Apple Shippers' Association and the Housewives'-Consumers' League. The April edition will continue these subjects, devoting special space to cold storage, transportation and finance. The May edition will continue the subject of marketing and will be a surprise edition on an important subject to every fruit grower. March, April and May issues will be the three greatest editions ever issued by "Better Fruit" or any other Horticultural paper on subjects vitally important to the fruit industry.

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To emphasize the importance of this issue of "Better Fruit" we call it the Black and White Edition, omitting all illustrations and color work. Future editions will be illustrated as usual with cover pages in color.

BETTER FRUIT PUBLISHING COMPANY, PUBLISHERS, HOOD RIVER, OREGON

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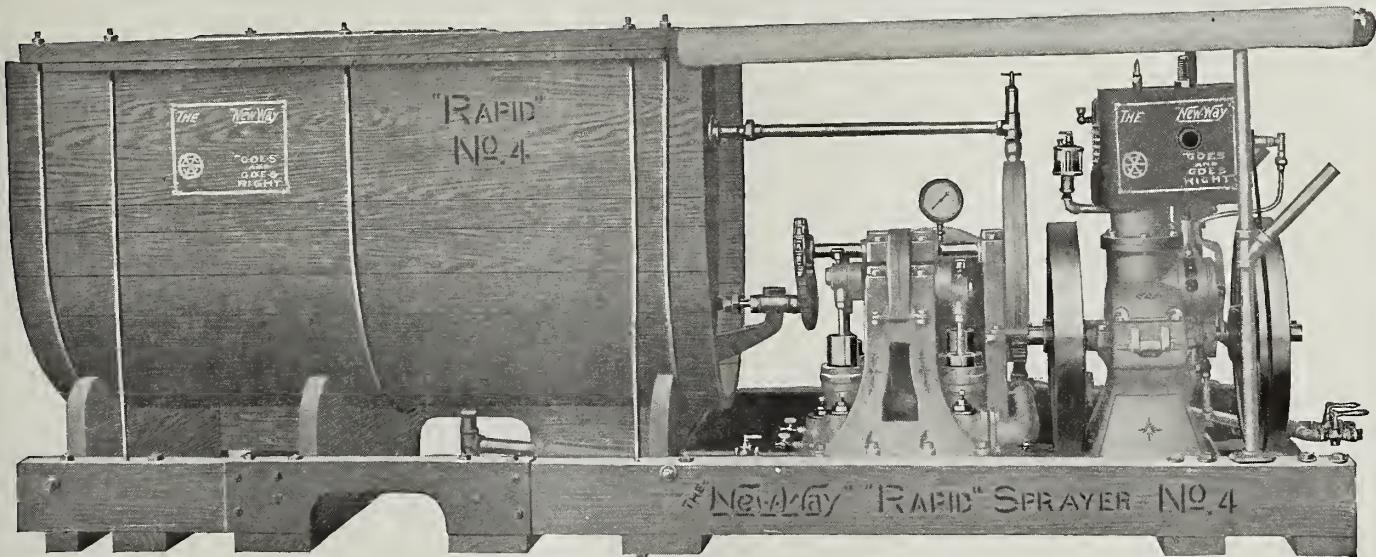
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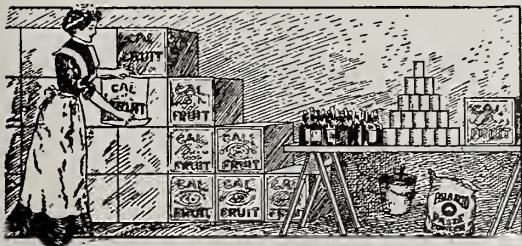
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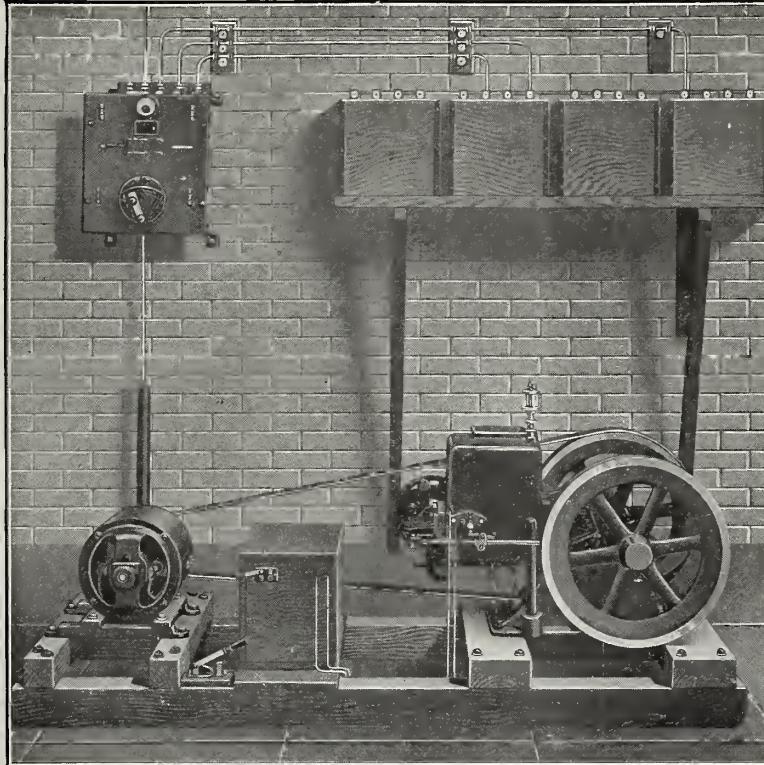
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AN ILLUSTRATED MAGAZINE PUBLISHED MONTHLY IN THE INTEREST OF MODERN, PROGRESSIVE FRUIT GROWING AND MARKETING

1912 Apple Market—Evils Shown and Remedies Proposed

By E. H. Shepard, Hood River, Oregon, Editor "Better Fruit"

IT is frequently remarked that no two years in the apple business are alike. I might add that the year 1912 certainly was unlike any other year that I know anything about. Many apple growers seem to think the apple business is a business peculiar to itself and unlike any other business. Such is not the case. There are business principles which must be followed, which are essential to the success of every business—the apple business the same as any other. The same principles are practical in creating a demand, distribution and marketing the apple crop as are used in any wholesale business, or the disposition of the output of any factory. It is evident from a review of our past methods that we have not conducted the apple business on business principles. It is also true that in past years we have felt that our apples would practically sell themselves. We have done nothing to create a demand for our apples or to increase consumption. In fact we have not even sold our apples. Our quantity was small, the quality attractive, dealers came to us and bought, and were glad to do so and paid our price.

What I am going to say about marketing apples in a large measure will be practically true in reference to marketing any kind of fruit that we can grow successfully in the Northwest, but I will refer to the apple for the reason that we are most vitally interested in the apple because we have a larger acreage in apples than in all other fruits combined. The apple will be our chief business because our apples are superior in quality, unexcelled in flavor, unequaled in beauty, unsurpassed in keep and famous throughout the world where they have become known. If we can solve the problem of marketing the apple successfully at satisfactory prices we can solve the problem of marketing all other kinds of fruit by adopting similar methods.

Selling apples is a business. All kinds of businesses are subject to periods of prosperity and depression. General prosperity in all lines of business means good times and easy money. Depression in business means tight money, hardship, and frequently worse than this—panics. The apple business, like every other product, has had its periods of prosperity and depression, its years of good prices and low prices. When financial conditions are good, general business prosperous, even with big yields we can expect fair prices, but when general business is depressed low prices may prevail, even though the apple crop be comparatively small.

The condition of business and the size of the apple crop are factors affecting values. All values are subject to the influence of the law of supply and demand. I shall endeavor to show how in a measure we can circumvent this law by proper methods. I mean that with a fixed quantity, and our supply equal to the normal demand, certain policies of business can be adopted which will increase the normal demand. If we can stimulate and increase the demand it follows that we can secure better prices. Practically all apple

showed 201,794,000 apple trees of bearing age in the United States. Low prices prevailing in the year 1896 and following years had a depressing effect on the apple business and stopped planting. It is also evident that prices must have been low in 1896 and for some years following, as many orchards were dug up, which is evidenced by the decreased acreage in the year 1910, showing 151,323,000 apple trees, or a decrease of 33.4 per cent. A few further statistics will show this condition was general. New York in 1900 had 15,055,000 apple trees of bearing age, which was reduced in 1910 to 11,248,000. During the same period Missouri reduced from 20,040,000 to 14,360,000. Pennsylvania from 11,744,000 to 8,000,000. Ohio from 12,953,000 to 8,505,000. Illinois from 13,430,000 to 9,901,000. Michigan from 10,000,000 to 7,534,000. Kansas from 11,848,000 to 6,930,000. Virginia from 8,190,000 to 7,005,000. The decrease in the yields verifies statements in reference to acreage. The crop in 1900 was 175,397,000 bushels and decreased in the year 1910 to 147,522,000 bushels. Between the year 1900 and the year 1910 apple prices took an upward tendency, consequently an immense acreage was set during those ten years, which in the year 1912 came into bearing, with a good set of fruit in all sections, again producing an increased quantity compared with the period from 1905 to 1911. In 1912 we had, according to estimates, an approximate yield of 40,000,000 barrels. But I do not believe, like a great many others, that low prices in the year 1912 were entirely due to the quantity of apples produced, nor do I believe at the present time the supply is in excess of the demand, but I do believe the supply at the present time exceeds our systems of distribution and marketing. I believe that our methods can be improved, and in addition to this I am absolutely convinced that we can increase the demand and consumption of apples. Apple growers in general, and in the Northwest in particular, have devoted all of their time to production. Few have studied market conditions. The apple growers are unorganized, we have no systematic methods of distribution, no plans for increasing consumption. The small crop we have produced in the Northwest has practically sold itself. We have given little thought to distribution and done nothing to create a demand or increase consumption.

I can show you many causes which are responsible for our present condition. Furthermore, I can point out

Features of this Issue

THE 1912 APPLE MARKET—EVILS SHOWN AND REMEDIES PROPOSED

MARKETING, AS DISCUSSED AT FRUIT GROWERS' MEETING

MATTERS AFFECTING THE FRUIT INDUSTRY IN IDAHO

WHAT THE RAILROADS ARE DOING FOR THE FRUIT INDUSTRY

A BRIGHT FUTURE FOR KING APPLE

A NEW SELLING FORCE IN THE APPLE FIELD

growers of the Northwest are comparatively new in the business. Few are aware of the fact that the apple business has gone through periods of high and low prices, big yields and light crops many times before we became engaged in the business, and therefore 1912 conditions are simply a repetition of past experiences.

In 1910 I made a trip East, visiting about forty-five of the principal marketing sections of the United States, and many of the apple-producing districts. I found many commercial apple orchards about fifty or sixty years of age. On account of the large acreages of this age it was evident that sixty years ago apples must have been selling at extremely satisfactory prices. As many of these orchards were afterward neglected it is also evident that a depression in the apple business occurred after the orchards referred to came into bearing. In the year 1896 the United States produced 69,000,000 barrels of apples, which is evidence that previous to 1896 prices must have been satisfactory, which accounts for the immense setting from about the year 1880 up to the year 1900, for the government census for the year 1900

many remedies which will overcome a large portion of existing evils, providing we are willing to act in harmony, do our business in a business-like way and spend the necessary money to accomplish the desired results. I have stated that present prices are not entirely due to the size of the 1912 crop, notwithstanding public opinion to the contrary. Statistics will prove this assertion. In the year 1902 the crop was 46,625,000 barrels of apples. In 1903 42,626,000 barrels and in 1904 45,360,000 barrels, whereas in the year 1912 the estimate was 40,000,000 barrels, which probably will not be exceeded and possibly may not be reached. In 1902-3-4 good prices prevailed compared with the prices of 1912; therefore it is evident that low prices in 1912 were not entirely due to the size of the crop. What, then, are the reasons?

In the year 1907 we had a panic, but business was revived in 1909. We now know that this revival was artificial stimulation, because in the latter part of 1910 and in the years of 1911-12 business was not normal. To convince yourself of this it is only necessary to interview commercial travelers. I have interviewed many commercial travelers and they invariably report business slow, orders small and collections difficult. This condition not only exists in the United States but abroad as well. Europe has been having her troubles. Business in England is poor. Strikes have occurred during the last two or three years and many workingmen have been unemployed. Germany and France are both disturbed by socialism and financial conditions, indicated by the increased number of socialists. A serious unrest prevails in China. Its drastic nature must be evident, inasmuch as China, an empire for centuries, changed itself into a republic. In addition to all this we have had our presidential year, which always brings disturbances in financial and business conditions. The past presidential year has been unprecedented previous to election in uncertainty and unrest of the people, yet I am glad to say that, after the election, satisfaction is prevailing, and I believe as soon as the policy of the present administration is definitely known capital will become generally active and business again become prosperous. I believe the conditions just referred to, both national and international, have been large factors in depressing the apple markets for the year 1912, affecting apple prices more seriously than prices on other commodities, because the apple is not a necessity. In addition to these general conditions affecting prices there are other conditions pertaining to the apple business alone which had a further depressing effect on prices. It is my purpose to specifically refer to some of these conditions and to suggest remedies that will overcome many of them.

Estimates of the apple crop are made each year by the government and the International Apple Shippers' Associa-

tion. The International Apple Shippers' Association is the strongest factor in fixing values. For many years their method of estimates lacked thoroughness. The estimates did not indicate the full quantity. In the year 1912 the system of collecting statistics was so thorough and the method so reliable that the estimate indicated in advance the actual quantity that was harvested. This estimate early in the season was so great compared with previous years that the trade, being unaccustomed to big figures, was fearful of results. Dealers refused to buy at almost any price. The trade, now being accustomed to definite figures in advance, will not be overwhelmed and as pessimistic in future years over the situation as they were in 1912. This year's prices have also been seriously affected by the distribution of production. I believe few growers have given the matter of distribution of production very little, if any, thought. If the crop is distributed all over the United States, that is if a good crop of apples is grown in every apple-producing section of the United States, it causes low prices to prevail. If, on the other hand, although the actual quantity produced in the United States may be the same, the crop is properly distributed, better prices will rule. There is a reason for this. A great many districts grow ordinary varieties of ordinary quality and poor keep, which will sell for enough at home to justify harvesting but which are not good enough to sell at a price sufficient to justify proper packing, pay freight and bring back a profit to the grower. If some districts produce a light crop the surrounding territory affords a market for other sections producing quality that will sell at a price sufficient to justify proper packing, freight charges and pay a profit. In districts where large crops are produced only the good apples will be marketed and the poor stuff go to the vinegar factory or go to waste. Therefore, when all sections produce a good crop it must be evident that the waste will be comparatively small and low prices will generally prevail. On the other hand, if certain districts produce short crops the waste in the sections producing heavy crops will be greater because much will be of such quality as not to justify shipment, and better prices will prevail. 1912 prices suffered seriously for the reason that every apple-producing section in the United States had an exceedingly large crop—a very unusual condition and one that does not frequently occur. The prices on Northwestern apples in the year 1912 have suffered from our pursuing the same methods of distribution as we have pursued in past years. In previous years our crop was light and we shipped practically all of it to a few large cities like Chicago, New York, Boston and Philadelphia, which eagerly took our output at satisfactory prices. In the year 1912 our crop was much larger, still we pursued the same methods. We had not done anything to

create new trade or to increase consumption previous to the year 1912, nor did we realize early enough in the year of 1912 the necessity of doing any more to market the crop successfully than we had done in the past. Our apples rolled by the carload and the trainload to the big centers. We shipped to the big cities a supply in excess of their demand, consequently our apples went on the auction market. You know the result. We depressed these markets with our quantity. You know that when apples are selling at \$1.50 per box in Chicago that it is impossible to sell other towns at a better price. The dealers in the surrounding towns know the Chicago price and will not pay more because they can order through a broker from Chicago. There is a remedy for this. If we will supply these large cities with a quantity in accordance with their requirements we will not depress these markets, and by maintaining proper prices in the large cities we can maintain prices in all surrounding towns and sell direct to them at the same price.

Again, I state emphatically that the apple producers are not organized and have not followed regular established business methods. Under such conditions we certainly are not in a position to compete with other agencies which are well organized that distribute fruits like the banana and orange. We have done nothing in the last ten years to create a wider distribution or greater consumption of apples. In fact the consumption has remained more or less stationary, yet during this period, through a well organized agency, the banana industry increased from \$5,877,838 in the year 1910 to \$14,368,330 in the year 1912, or almost 300 per cent. The number of bananas consumed in the United States, according to consular reports, is five dozen per capita, or sixty bananas each for every man, woman and child, which, with a population of 90,000,000 people, would mean 5,400,000,000 bananas were consumed. The estimated apple crop is 40,000,000 barrels; figure 400 apples to the barrel would mean sixteen billion apples; consequently the United States per capita only consumed four times as many apples as they did bananas. The banana is only eaten in one way—that is fresh—whereas the apple is not only eaten out of hand but can be served as dessert for table use in over three hundred ways. In addition, immense quantities of apples are used for cider and vinegar. There is a large demand for evaporated and canned apples, yet the number of apples consumed is only approximately four times the number of bananas consumed. The field for the consumption of apples, fresh, cooked, as vinegar, as cider, canned and evaporated, is unlimited if we work it well.

I am going to give you another remedy to prevent low prices by showing you how a certain field of consumption can be increased. In October, 1912, I published a special edition of "Better Fruit," entitled "Educational Cooking Edition, an Aid to Greater Consumption

and Better Health—Two Hundred and Nine Ways of Serving the Apple." This edition of "Better Fruit" commanded more attention and created more comment than any other number ever published. I sent a copy of this edition to every large dealer handling boxed apples, accompanied by a personal letter requesting him to submit it to his daily newspaper for review. In many cases this was done. I know this because I have received marked copies of many big dailies from large cities, giving a splendid review, publishing in addition a number of the most excellent recipes. One of the most flattering comments was by the St. Louis Globe-Democrat, as you know, a big daily in a big city. In nearly all of these reviews the editor commented upon the value of the apple both as a food and as a dietetic aid to better health. A few days ago I received a copy of one of the fruit and produce journals, exploiting this idea in the following plan: That the International Apple Shippers' Association should divide itself into ten districts and that all members in each district should contribute to a fund to employ someone to lecture upon the value of apples as a diet, both fresh and cooked, and in addition to demonstrate some of the various ways of serving apples for table use. The International Apple Shippers' Association was quick to catch the value of this suggestion, and through their Mr. U. Grant Border of Baltimore, Maryland, who is chairman of the advertising committee, have made arrangements to publish "209 Ways of Serving the Apple" in booklet form, to be distributed free to all of the jobbers who will supply them to retailers to be given away to each customer. If this field is properly worked in a thorough and intelligent manner the increased consumption that will result is beyond human calculation. It is not theoretical, because it has been proved practical in other lines. The Davis Fish Company of Gloucester, Massachusetts, large packers of mackerel, codfish, etc., send out with each purchase a booklet showing how to properly cook all of the different kinds of fish in many ways. The great chocolate manufacturers send individuals to the retail grocery stores to demonstrate to the consumers how to prepare and serve chocolate in the most delicious manner. The Shredded Wheat Biscuit Company took this method of introducing their product through the country and creating a demand for it, and many other manufacturers of food products have built up a big business by similar methods. In the apple business we are striving for, or should strive for, the same ends as any producer of any product or any manufacturer of any article, which is "a greater demand and a greater consumption." If other kinds of business have been successful in creating a demand and a greater consumption for their products we apple growers can certainly accomplish equally satisfactory results if we go at it in the right way. I am satisfied

it would pay every shipping concern in the Northwest to make arrangements for having the "209 Ways of Serving the Apple" published in booklet form, which, I think, could be done for about one cent a copy, and to place one of these booklets in every box of apples. In addition, every box of apples should contain a card or have a label on the box giving the variety of the apple, its color, its quality, its value as a cooking apple and the period during which it is prime for consumption. The public must be educated in the cooking qualities of the different varieties of apples. You know there is just as much difference between the flavor of a baked Spitzemberg and a Ben Davis as there is between chalk and cheese. The public does not know; it must be educated.

Do you know how the average housewife orders a box of apples? I do not believe you do. I will tell you. She does not go to the fruit stand or grocery store to personally make her selection, but goes to the telephone, calls up her grocer and says, "Send me a box of eating apples," or "Send me a box of cooking apples." Do you know what she gets? If you don't I do. She ordinarily gets a box of apples that are good for just two purposes—vinegar or feeding the pigs. We must educate people about quality so they will order certain varieties, our best qualities, at the right time. The results obtained by intelligent advertising in building business are beyond the comprehension of the average individual. The firm that placed "Sunny Jim" on the market spent one million dollars in advertising and contracts before they offered a package for sale. You know the result. A man from Vermont went down to Boston and started a patent medicine business with a capital of \$125. In a short time he was doing millions per year. He built that business by advertising. His advertising bills in the Sunday papers alone amounted to \$18,000 per Sunday, or \$936,000 per year, almost a million. If a man could build up a business running into the millions on a patent medicine with \$125 capital to start with, by advertising, what can we do in the apple business with judicious appropriations for advertising to sell an article of merit—the apple—the best, in fact the "king of all fruits."

It is the housewife who purchases our food supplies. Therefore, in advertising we should use mediums which reach the greatest number of women in the most influential way. There are many such journals, and among the best known may be mentioned the Ladies' Home Journal, Woman's Home Companion, Good Housekeeping and the Saturday Evening Post. The Saturday Evening Post has a circulation of about two million, the four papers combined a circulation of over four million. Our advertisements in such publications could be small, but should be educational; they should give the names of the best apples, where grown, the proper description, their rating as to quality for eating, the period at which they were best to eat, and in

addition should state the apples specially adapted for baking and other cooking purposes. In addition to this we can stimulate an increased demand for our apples by using the right kind of a "brand," in addition to the present label that we are placing on the end of the box. A brand will create an extra call for the good apples from any particular district that selects the right kind of a brand to use. This is not theory, it is practice and a custom that has been tried out and proven successful. To prove it, it is only necessary to mention just a few of the catchy names that have been instrumental in building up a great business for the various articles they represent. Among them are U-Need-a-Biscuit, Nabisco, Sunny Jim, Keen Cutter Cutlery and Sunkist oranges.

Another evil has existed in the past, and still continues to exist, which undoubtedly has been the greatest barrier in preventing consumption of anything I know anything about. It is the exorbitant retail price. You know the prices we are receiving today. To my positive knowledge apples are retailing today at the same retail prices as they have in the past. A few days ago I received a letter from a friend in Boston who advised me that our apples were retailing at sixty cents per dozen and some as high as one dollar per dozen, which is equivalent to six dollars per box and up. We growers are lucky this year to get \$1.50; the freight will be fifty cents, the dealer's profit twenty cents, making a total maximum cost to the retailer of \$2.20, yet the retailer is selling these same apples at six dollars per box and up, a profit of 300 per cent. I know of a dealer in Washington, D. C., carrying only about \$50 in stock, who, after paying all business and living expenses, sent \$3,000 to Italy in one year. In other words, he made \$3,000 on a \$50 capital, and we, gentlemen, permit it and remain content with \$3,000 profit on \$30,000 investment.

Again I say, there is a remedy. That remedy is public sentiment. Public sentiment reduced street car fares from six and one-quarter cents to five cents; public sentiment reduced railroad fares in Eastern states to two cents a mile and in Western states to three cents a mile; public sentiment created the railway commission, and the actions of this commission established an equitable and reasonable rate on all traffic without interfering with the success or prosperity of any railroad in the United States. I have talked with many fruit dealers and commission men in reference to retail prices, and while they all realize and admit that retail prices are the greatest barrier to consumption, they do not suggest a remedy or take the initiative, therefore it is up to us fruitgrowers. We can create a public sentiment that will be so strong that it will be successful in bringing about reasonable retail prices on our apples. We can do it through the press. If fruitgrowers' associations and commercial clubs in the different fruit-growing

sections will take this matter up with their local papers and the big dailies in our commercial centers the sentiment will spread, and it won't be long before the press of the entire United States will be educating the people as to what they should pay, retail, for a dozen apples or a box of apples. The public is complaining about the high cost of living. The press stand ready to exploit this suggestion, yet we sit idly by without giving the information that would reduce the exorbitant retail prices on our apples. The high cost of living is the popular topic of the day. Let us fruitgrowers start the ball rolling and I am sure if we do it will be like a snowball rolling downhill, gathering volume and force as it goes. The result will be inevitable. Lower retail prices mean greater consumption, greater consumption means greater demand. That is what we want in the apple industry today. Every association should make arrangements with the jobbers whom they supply to place an advertisement in their local papers. Such advertising should state that John Smith & Co. are carrying Winesaps, Rome Beauties, Jonathans, Spitzbergs and Newtowns, and mention the districts from which they come. In addition it should state the wholesale price. I believe it will be possible to make arrangements so that the dealer would advertise that our apples can be obtained from the retail fruit dealer or groceryman at a certain stated price, which would afford the wholesaler and the retailer an ample profit, without this price being so great as to prevent consumption.

Consolidation and concentration are necessary to our future success. In 1893 Hood River organized the first fruitgrowers' association of the Northwest. The organization was successful. Associations have increased in number and grown in strength up to the year 1911, when, alas, many of us were unreasonable in our desires, and not getting what we wanted became discontented. The result was splitting up in nearly all the districts. Where before we had one or two marketing concerns in the various fruit sections of the Northwest now we have several. Today, in many fruit-producing sections, we are paying for four managers, four stenographers, four bookkeepers, four telegrams where one in each case would be sufficient. Remember, all this unnecessary expense is wasting money, and, mark you, Mr. Fruitgrower, it comes out of your pocket. In addition, on account of this deplorable condition, we have created self-competition at home and self-competition abroad, and consequently are getting less for our apples than we are entitled to. We are burning the candle at both ends. We are wasting money in marketing our crop and we are marketing it in such a manner that our marketing concerns are cutting prices; in fact we are cutting our own throats. The remedy is, "We must get together, we must work together. We must eliminate unnecessary expenses and unnecessary compe-

tion at home and abroad." There is a movement on foot for a greater organization, but I still believe that the foundation of a greater institution will depend on the success of organization in each one of the districts. Therefore, if you want to do something greater begin the preparatory work at home and concentrate our organizations. A board of trustees has been selected for the North Pacific Fruit Distributors. This board is composed of our ablest, broadest minded and most experienced fruit men, and I believe they will evolve a plan and perfect an organization that will be of value to the fruitgrowers of the Northwest.

Our profits do not depend entirely upon the price we get for our fruit. Profits can be made by proper economy in the cost of production. Money can be saved in spraying. Many orchardists at present are spraying to prevent diseases; you cannot prevent a disease by spraying, but you can cure and eradicate it. Therefore, spraying where no disease occurs is a waste of money. Many fruitgrowers are spraying six or seven times for codling moth when three or four sprayings at the most is ample. Another waste of money—many growers use seven pounds of arsenate of lead, whereas five pounds per hundred gallons is the maximum quantity for efficiency. Another evil is that we are putting up an unnecessary number of grades. At present we are packing in many districts "extra fancy," "fancy," "C grade," "special," "cooking" and "seconds," making six grades. Every extra grade creates an extra expense on the entire crop. Again, there is a remedy. Decrease the number of grades. I believe two grades of commercial apples are all that are necessary, "extra fancy" and one other grade—call it what you please. I do not like the two terms "extra fancy" and "fancy." We should remove the opportunity to put an "extra" on with a rubber stamp in front of the word "fancy." If market conditions are such as to justify another grade let it be put up as cooking apples to be sold locally instead of being shipped east. Pack only apples of quality. Ship only our best varieties to the east and abroad.

I have previously referred to the unnecessary cost in spraying, but omitted to call your attention to further economy that will come as a result of spraying properly. Nearly all growers spray so heavily that it is necessary to wipe the apples, which costs money. This year I sprayed with the finest kind of a mist nozzle, holding the nozzle so far from the apples that the apple was simply fogged without the formation of any drops. This coating was so thin that wiping was unnecessary. I used a Schellenger grading machine for grading and sizing my apples. In previous years wiping and grading cost me from ten to twelve cents per box. This year the cost of grading—wiping being omitted—was two cents per box on Newtowns, a saving of about ten cents per box in the packing house. The packing house presents another field for further

economy. Most growers at present are packing under most inconvenient arrangements—another extra expense. A packing house should be so planned and arranged that the apples coming in from the orchard will enter one door and go out the other door packed ready for shipment, without any unnecessary extra handling. We are all prone to do things in the same way we have been doing them because it is human nature. The brick mason for centuries has laid brick in the same old-fashioned way. An individual, through research and ingenuity, succeeded in perfecting a system of handling the brick which resulted in reducing the motions used in laying from eighteen to eight. This is just what we want to do in handling the apple crop, cut out the unnecessary motions and reduce the expense. Another evil which has brought grief on our heads is our grade. For several years we of the Northwest were earnest and sincere in our endeavor to create a reputation for our apples through our high-class grade, but, alas, we, like other human mortals, after having established a reputation became careless. We did not realize what a discriminating public we had to deal with. We can achieve our reputation which, in a measure, we have lost. There is a remedy. We must put up a grade which is absolutely perfect in accordance with the specifications for that grade, and furthermore, we must guarantee that grade. If we will do it, and we must, we will again restore confidence in our quality. This means increased demand, which means a greater consumption, the one thing we must never fail to seek.

While on the subject of grades, it seems proper to introduce the subject of by-products. Without facilities for disposing of our inferior apples, it is human nature to crowd the grade. We need canneries, evaporators, driers, cider mills and vinegar factories. If we cannot get private companies to build such institutions we ourselves, the fruitgrowers, must do it and make them co-operative. These institutions will be effective remedies against poor grading, and in addition will bring in considerable income from apples which otherwise would be wasted. The value of savings are not always appreciated. The importance of saving the waste is probably shown more effectively in the butchering business than any other. The large meat companies state that little or no profit is made on their meat, but the entire profit of the business, which is a big one, comes from utilizing the horns for glue, the hides for leather and the entrails for fertilizer—in fact meat companies have so perfected the business of saving that not a single ounce of the carcass of an animal goes to waste.

Once more I want to refer to advertising and suggest another valuable channel that is open to us. The parcels post went into effect on January 1, and on that day Santa Clara Valley, California, sent out in small packages two carloads of prunes, going everywhere

throughout the United States. Mr. Applegrower, Uncle Sam has given you a great opportunity to mail small packages of apples at a nominal charge to every postoffice in the United States. Why not take advantage of it? It is the greatest inexpensive opportunity for advertising your apples that I know of. Mr. A. C. Rulofson, whom you all know as agent for Pearson's cement-coated nails, which we use in nailing our boxes, was the originator in advertising our apple by making a small pasteboard box to contain one, a half dozen or a dozen apples. The idea is excellent; let's use it. There are two kinds of consumers that we must cater to in selling our apples. One is the family which buys by the box and the other is the individual living in apartments, boarding houses and hotels, who buys by the dozen. To reach the second we must put our apples up in small quantities, in attractive pasteboard boxes—half a dozen or one dozen in a box, with a neat little handle so that the purchaser can conveniently carry the package. The average individual will not buy a dozen apples put up in a paper sack when he has to hang onto a strap going home in a street car.

The Panama canal is another bright star in the future of the apple business for the Northwest grower. We now pay fifty cents freight to New York, but when the Panama canal is completed our rate will probably not exceed twenty or twenty-five cents per box. Our freight to European points at present, including transferring in New York City, is about seventy cents a box. Freight per box through the Panama canal will probably not exceed thirty-five cents per box. In other words, we will lay our apples down at the Atlantic Coast at twenty-five or thirty cents per box less, or abroad for thirty to forty cents less per box. If one-half of this difference is taken off the selling price at the other end the reduction in price will be a big factor in increasing the consumption of Northwest apples. We should receive the other half, which would be a nice little additional sum per box.

Another existing evil is the immense number of ordinary varieties we are growing. The remedy for ordinary varieties which will not justify the freight rate to consuming point is the axe or grafting knife. I want to forcibly impress upon you the fact that it is going to be necessary for us to eliminate the ordinary varieties and only grow varieties in which we excel, which cannot be produced to our state of perfection in other districts.

I do not believe it is possible to eliminate the middlemen, fruit jobbers and commission men. The middlemen, through long years of experience, have learned how to successfully market our fruit, carefully formed reliable connections, have ample capital at their disposal for conducting their business and in addition handle other lines of fruits produce, enabling them to conduct a profitable business every month in the year. It would be impossible for us to

eliminate the middlemen on account of the great number of supply houses which we would have to establish, which would require capital running into the millions, such an expense as to make even the undertaking of it impossible, but I do believe in placing our fruit in such a manner, so far as we can, to maintain prices in accordance with the conditions as they exist each year.

I believe every district should have an ample supply of cold storage for the following reasons: First, each district should have sufficient cold storage in order to keep fruit in prime condition whenever car shortage occurs; second, cold storage at home can be built on cheaper ground than in transit; third, cold storage can be maintained at home at the actual cost of operation without paying a profit; fourth, by cold storage at home switching charges of two and one-half to five cents per box, or \$15 to \$30 per car can be saved; fifth, by cold storage at home cars can have our personal inspection, protecting us against unjust claims; sixth, by cold storage at home orders can be filled better to meet the conditions of the trade; seventh, by cold storage at home, in many instances, we will be able to save back freight which would have to be paid on cold storage in transit; eighth, placing a large quantity of apples in each of the jobbing centers is depressing in its influence on market values and results in lower prices than would prevail if the apples were in cold storage at home or at diversion points; ninth, cold storage in transit requires financing the freight of \$300 per car in advance of sale; cold storage at shipping point saves borrowing this \$300 per car, which on 2,000 cars would be \$600,000—quite a sum—enough to pay harvesting cost. In addition to this, however, it will be necessary for us to use in future cold storage in transit in much greater quantity than we have in the past because at all times it will be necessary for us to have stored at in-transit points ample supplies of our commercial apples for immediate delivery.

I have pointed out a few of the evils that exist and have suggested some remedies that are worthy of your consideration. In conclusion I want to call attention to a few things I know and have seen. In 1866 I saw my father dig up sixty acres of vineyard in California because it did not pay and afterwards vineyard lands were worth \$1,500 per acre; I have seen prune orchards dug up by the wholesale because they did not pay, yet today prunes are making a net profit of \$200 to \$300 per acre; I have seen hopfields dug up because hops did not pay the cost of production; I have seen potatoes so low that they would not pay for digging; I have seen horses so cheap that you could not give them away; I have seen wheat sell for forty cents a bushel, worth ninety today; I have heard it prophesied that the vast acreage being planted to wheat in South America and Russia would make it impossible for the

United States to dispose of its big surplus, but now, it is stated by experts, that in a few years the wheat crop of America will not be sufficient to feed its own people. The Lord Almighty, or nature, if you please, is the one great factor in regulating all things, and I believe through his help, coupled with our own efforts, ability and energy, we can get at the root of all of our evils, correct them and solve the problem of distributing and marketing our apple crop, conducting our business in a business-like way so that it will pay a good profit on any reasonable valuation. I am not alone in my views—there are many who believe as I do, and today are more sanguine than ever before about the future legitimate success of the apple industry of the Northwest.

Editor's Note: The above article is the address as delivered by Mr. E. H. Shepard at the Washington State Horticultural meeting at North Yakima, the Idaho State Horticultural meeting at Boise, the British Columbia Fruit Growers' Association at Victoria, the Horticultural Short Course at the Oregon Agricultural College, Corvallis, and read by the Assistant Editor at the Montana Fruit Growers' State Horticultural Society at Bozeman, January, 1913. Hundreds of fruit growers have personally requested "Better Fruit" to publish this address. Space will not permit us to give all the requests, but we attach three of the most important, as follows:

**WASHINGTON STATE HORTICULTURAL
ASSOCIATION**

North Yakima, Wash., February 3, 1913.
Editor Better Fruit:

As a subscriber to your valuable fruit paper, which I insist is the best one published in the world, I am going to ask you to publish in its columns the paper which you so kindly prepared for and read at our State Horticultural meeting in North Yakima last month. That paper is so full of valuable points and suggestions that I verily believe it to be the *best one ever* read at any of our meetings, and every fruit grower in both Oregon and Washington ought to read it, and I do not believe that you can use your valuable space to better advantage. Hoping that you may be persuaded to see this as I do, I am, very truly yours,

Wm. P. SAWYER.

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THE OREGON AGRICULTURAL COLLEGE
Corvallis, Oregon, February 7, 1913.
Editor Better Fruit:

The horticultural interests of the Northwest have developed rapidly during the past few years. In the very near future the problems of creating larger demands for our fruit and its proper and economical distribution will be pressing for solution. Since listening to your most interesting and valuable address before our Short Course students it has occurred to me many times that it would be of immense value to our orchardists if the ideas expressed in that address could be given the widest possible dissemination. I am therefore writing to insist, if your modesty will permit you to do so, that you publish the paper in full in "Better Fruit." Very truly yours, A. B. CORDLEY.

* * *
Boise, Idaho, February 4, 1913.
Editor Better Fruit:

Referring to your letter of recent date, I have enclosed resolutions and other papers to you to which you refer. I agreed with you that our meeting will be of great benefit to the apple industry, and wish to assure you that you contributed very much with your paper toward that result and the success of the meeting. I hope you will publish your paper; it will do more good than anything else. You have covered the ground admirably, and it is to the interest of the growers of the entire Northwest that your views, so forcibly expressed, should be given as wide circulation as possible.

Very truly yours, FREMONT WOOD,
President Idaho State Horticultural Society.

Marketing As Discussed At the Meeting of Fruitgrowers

[Week of National Apple Show, Spokane, 1912]

ONE of the most interesting features of the 1912 National Apple Show was the fruitgrowers' conference. Many able addresses were delivered on the various topics confronting the growers, but none were of greater moment than those on the subject of marketing. "Better Fruit" accords space for their publication in the hope that the publicity thus given may result in much good to the fruit industry at large. The papers read and addresses delivered follow:

Mr. A. I. Mason, the well-known fruit-grower of Hood River, said: "The greatest problem is the selling machine. I want to approve heartily of what Brother Dumas has said along that line. Several speakers on the floor this afternoon have told you that it is by advertising that this difficulty is to be overcome. But do you know that it takes volume of business to do such things as that. Do you know that Yakima Valley and Hood River and Rogue River, none of them are in the place where one of our breakfast foods stand. They spent two million dollars to advertise the "Sunny Jim" breakfast food. In the Spokane Valley, or any other valley, have you a million dollars to put into it? But let us go ahead, and let us put in one million and a half-dozen millions if necessary. It takes money to handle business in the twentieth century, and if you are going to handle this business you must do it by twentieth century methods. There was an effort last spring to get the apple growers of the Northwest together and we learned something by their efforts. Now let us go on and organize an organization which we will have our people work at every day of the year, and when we do that we will not have to spend any money in useless advertising and in sending our men to the Eastern States. We are now in this condition, that Yakima thinks she can sell her apples better than Wenatchee or Hood River or any other district. Wenatchee thinks she can do likewise, and the Hood River Valley knows that she can do it. We have a bitter dose presented to us at the present time; we are up against a real proposition today. Only a few days ago a carload of fancy Spitzenergs sold for ninety cents. Can you stand it? It costs from sixty-three to seventy cents a box to put the apples on the car, and we have got to meet this condition; if we don't we will meet it when we have to visit our banker and ask him for money and he will refuse, as they did to the wheat growers a few years ago. When that happens I believe that you will go home, and as Professor Dumas says, 'You will see that you want an organization which you can control yourselves, and when you get that organization you are removed from all hardships, and you must have confidence in each other.' To my mind this whole thing can be boiled down into this one proposition:

Get together in one selling machine for the Pacific Northwest in the apple business."

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Mr. R. E. Strahorn, vice-president O.-W. R. & N. Company and president of the fifth National Apple Show, spoke before the fruitgrowers' conference as follows: "Ladies and gentlemen, I have not been present at any of these meetings, so I am a little at a loss to know what is expected of me. Whenever a railroad man appears upon the scene people pass in and talk about reduction of the rates or something of that kind. Unfortunately I cannot talk about that because I do not know anything about the traffic end of the business. It has been my lot to be a railroad builder, and I do not believe that they would trust me with such a detail as traffic because I am not very good on those little details, and there is a lot to that subject. But I want to say this: I have heard some criticism of the railroad in the last day or two in regard to not co-operating fully with the fruit-growers, and of course it was along the line of the rates, but it seems to me that there are so many things that need mending, and that there is not really a clear understanding of the enormous load the railroads are carrying in their efforts to handle the crop. I think you should all understand the difficulty we are laboring under this year, and I do not think it is because we did not do our duty in the matter of ordering cars. I know the Harriman system ordered ten thousand cars this year, and where they are I don't know, but they are certainly in use, for they have been delivered and were ordered in ample time. I was just talking with a gentleman just from St. Paul and he said he knew there were four hundred cars of fruit in the yards in St. Paul which could not be moved on a certain day this week, so after all we are probably up against as serious a condition in the matter of moving this fruit as in the matter of rates. But, anyhow, I believe that the railroad company will be found ready to do what is reasonable in the matter of rates. Just what is reasonable is the question that is open to discussion and which allows a very wide difference of opinion. Just what part the railroads should get and just what part some broker or some two or three brokers and middlemen should get and what part of it the fruitgrowers should get is a matter that only the shippers, sitting down quietly with the traffic man and talking these things over in a friendly fashion can thresh out. I am a little long on the idea that a lot of education in the way of securing a wider consumption of fruit is a pretty good thing to think about, and I made some remarks upon just that head here the opening day, but Jupiter Pluvius was in the game and I was not heard at all. My idea is that with such a luscious and healthful fruit, the most

healthful of all fruit, as the apple, that it ought to be eaten a great deal more commonly; that none of us eat as many apples as we ought to, and I think so the more strongly as I look at the beautiful two million five hundred thousand apples at this exhibit. That seems a good many apples, but the fruit-raising states are chiefly responsible for this exhibit, and they have not got that many inhabitants. But if we would each eat one apple a day we would eat up this whole exhibit in a short time—I mean the states that produce it. That means twenty carloads a day, six hundred carloads a month, seventy-two hundred carloads a year, probably more than the product which will be shipped out of Washington this year. We all know that we ought to eat two or three apples a day, and if we did that and educated our neighbors at the mountains to do the same we could not raise apples enough. I think there is some way of doing that, of getting that feeling in the air; just how I don't know, but I do know that each one of us could of himself do something, and from individual efforts often a great deal comes. I think more depends upon organizing, and probably the expenditure of some money in the direction of advertising that the apple is a fine, valuable and healthful article of food, the same as breakfast foods; to advertise is legitimate and it might accomplish something. Now I have nothing to say about marketing or the sale of fruit because I know but very little about that, and I fear that every moment I take up I will be preventing you from hearing valuable suggestions, so that really I ought not to say anything when others so much more competent are ready to address you. I have the pleasure to introduce to you, Mr. Shepard, who is the publisher of 'Better Fruit.'

[Editor's note—The address of Mr. Shepard before the Spokane conference, being covered fully in the leading article of this edition, is omitted here to avoid repetition.]

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Mr. Frederick W. Graham, Western immigration agent for the Great Northern Railway Company, spoke as follows: "I am not an apple grower yet, but I have hopes in that direction. In fact most of us railroad men are looking forward to the time when we can quit railroading and have a little ten-acre tract and grow apples instead of railroading. We are, therefore, naturally very greatly interested personally as well as in our capacity with the railroad. I was greatly interested this morning in the talk by Mr. Clark of Wenatchee, that very able address that he made, and I think he struck the nail on the head when he said that the immediate problem now was how to induce the Eastern people to buy these apples and buy more of them, and it is along those lines that I will briefly

address you. If you desire to extend the consumption of your apples you must keep at it continuously and persistently. Of course, you are greatly favored in one respect, in the excellent, the high quality of your apples. There are no better apples in the world. But notwithstanding that they should be persistently and industriously advertised in order to create the market for them. No matter how excellent the article is it must be advertised. No matter how excellent the article is it must be advertised intelligently and persistently, and I do not know any better method than to take the actual goods back East and show them to the people, and I believe that the work the railroads have done in taking the apples back east and showing them all over the country, in the small towns by means of exhibition cars and in the big land shows and in every way possible, has had a very great and beneficial effect upon the market. I don't believe the market would have been so good today, and the demand and the price as good as it has been, had it not been for the wide advertising which has been given to the apples with the assistance of the railroad. Back in New York last year, at the Madison Garden Land Show, where I had the pleasure of being, the New England and the Eastern apple growers were simply astounded at the showing made from Washington and the Northwest in apples. We have everything else backed off the boards, and it was universally conceded. They are getting after us back there and endeavoring to improve the quality and quantity of the apples, and they are getting after you strong, and we have got to use every means possible to maintain the high standard of our apples. That brings me to another line of thought which was suggested by Professor Lawrence of Hood River, and that is that you should not send anything back but the very best; that you should not send any inferior or second grade, but use every effort to maintain the high standard of the apple, and get and keep your high-class trade.

"At Chicago at the Land Show last year there was an immense exhibit of apples by the different railroad companies, and in St. Paul today the railroads, the Great Northern particularly, is showing an immense apple exhibit at the Minneapolis Land Show, which is on this week. They are also showing and exploiting the apple industry and directing attention to it by means of moving pictures and stereoptican lectures. Last year the Harriman lines, which Mr. Strahorn represents, had a lot of stereoptican lectures. This year the Great Northern is paying four thousand dollars at the Chicago Land Show for the floor space alone, and are showing the products of this country there in a better way than a lecture would. By the methods that are now being pursued by the railroad companies they are certainly doing their part. They are spending huge sums in an effort to advertise the Northwest, and they are

being very ably assisted by the commercial clubs and newspapers and other agencies. I don't know of any better way than to pursue the policy that is now being pursued to attain the desired results, and as far as the interests I represent are concerned, we will continue along these lines and co-operate to the fullest extent with the apple growers of Washington and the Northwest in exploiting the apples far and wide."

* * *

E. C. Burlingame, fruitgrower of Walla Walla, Washington, added his mite to the discussion in the following: "You have listened to professors and college men; now I will ask you to listen to the man with the hoe. I am not an educated man; I am a farmer. My words will be a boost, because more than anything you people need is courage. There are too many of you whose knees are trembling, who think you are gone, because this present year you have had a large crop of apples and a low price. I will remind you that you are not the only people in the Northwest who have had troubles. If you will go back a few years, just a few years, you will remember that the now rich and prosperous wheat farmer—you have heard it a hundred times—had to go to his banker and say, 'I can't make any more money. If you will give me a clear receipt and let me take a team and take my wife and family and drive away I will give you a quit-claim deed to my beautiful wheat farm.' They did not use the word beautiful then. They were disgusted; they were hard up; they were broke. Now that particular instance is still fresh in the minds of many of the people who are within sound of my voice. That went all over this Northwest. The bankers, like wise men, refused to take the land, but insisted that the farmers should continue and they would loan them a little bit more money to carry them along, and the result is that we have more wealthy wheat farmers than any piece of country of its size in the world. There is no reason, because you have had a big crop and a low price that you pack up and go away. There is no question in my mind but what you have got enough knowledge and enough intelligence among the Northwestern fruitgrowers to solve every difficult problem that is now presented to you, and you will come out on top. The speakers who have preceded me have all dwelt upon the proposition of getting this crop from the producer to the consumer without too much expense. I would like to drop the seed into your minds that you all get busy and study over the proposition of how we shall advertise the Northwest apple. Nothing was ever made that was better than the old-fashioned rolled oats that we used to eat, but now you cannot pick up a magazine without noticing an advertisement of Quaker Oats or some such type of breakfast food, and the people buy it. What we should do is to build up an advertising fund that should be used for just that one thing,

of advertising, of teaching the people that the apple is primarily the best fruit that there is to eat; that twenty-five cents' worth of apples is better than twenty-five cents' worth of syrup of figs or a thousand other decoctions that are sold in the drug stores. I will gladly be one of a number of fruit-growers who will pledge themselves to contribute to such a fund. A quarter of a cent or half a cent would pay for a lot of advertising. Each local organization should be authorized to set aside that fraction of a cent on each shipment to be spent in advertising for the education of the people that apples are the proper thing and the only thing, and that they ought to be in the house all the time. These advertisements should be published not only in the papers printed in English but in the papers printed in the various foreign languages. How many hundreds of little papers are printed in German, French, Swedish, Italian, Greek and Bulgarian and a dozen other languages, and most of these people do not get the opportunity to eat apples. They do not find out about them in the American papers because they cannot read English. Suppose we had an advertisement in the little country papers that would have something to say about how Mrs. Jane Smith had a narrow escape, the baby was about to die or something like that, and that old Mrs. Jones said, 'Why don't you get a Northwest apple?' and of course the baby got well in three days.

"Another thing is that the distribution should be made wider, and when it is made wider, gentlemen, you will not bother about having small apples. If an irrigation company wanted to diverge the Columbia River they would build a great canal, and from that smaller canals, and from that little branches, so that you could diverge the whole Columbia River in a series of laterals and small laterals and ditches down to the smallest and take every drop of water, and it would be running quietly and doing some good. That is just the way that we have got to distribute the apples of the Northwest, a few carloads here and there, a few boxes to the smaller towns, divide the stream of apples into smaller and smaller laterals until every small town and village in the country is reached. You can send your big apples to the choice market, but the smaller apples could be distributed to the smaller towns, which would pay better than hauling them to the vinegar factory for five dollars a ton. To do that we must have a big central selling organization, and that organization should be the result of the local organizations all working together on one rule and one system, and the central organization should be controlled by the apple growers. Finance it, if necessary, from our own bankers, by the men who are interested in us. I am perfectly sure that you will work it out, that we will get this organization and build it up with our own apple-growing people and that we will gradually get out of this

present situation. All we have to do is to say we will do it and then stick to it."

Professor A. W. Taylor, Pullman, Washington, ably presented the views of a college man thus: "Much has been said, and well said, about the subject of marketing, and I wish it might be possible now to say that there need be nothing more said, but such is not the case, and such will not be the case for some years to come. The matter is under discussion and the discussion has only begun. The work must follow the discussion, and it will take long years to perfect the distribution, as it has taken years to perfect the more technical side of production. My only reason for appearing before you is just this, that it so happened, in order to meet the demand of the state college we concluded in the department of economic science to offer a course in marketing. We thought there might be three or four men who would take that course, and that in a laboratory and in a scientific way we might work out something of value in connection with this problem. To my very great surprise that course was selected by thirty-five men, and it simply revealed to me that the young men who are in the state college preparing themselves in the line of horticulture and agriculture are taking a very great interest in the scientific side of this question.

"I am theoretical. I will get ahead of you in telling you that. But I wish to remind you that the theoretical part of the experimental work has had a very great influence in bringing about the present great progress in the direction of production, and, in my judgment, the scientific side of the investigation will enter largely into the solution of the problem of marketing this great amount of produce. My friend who left the floor last said that he was not a political economist. As a matter of fact he is a political economist, an economist working along these very lines. We are trying to plan some program for distribution, and in doing that we have availed ourselves of such statistics as we could obtain, and it is plain to anyone that the thing to do is to get the shortest route between the producer and the consumer. That is the problem. How are we going to do that? I confess that I do not know anything about marketing apples, but I must say I was ashamed yesterday when there were men in this audience who did not know any more than they did about building storage plants on their own places. It seemed very simple; it may not be as simple as it appeared, but men who have had practical experience find that it is possible to build these storage plants, and so relieve the market congestion, and the blame is not with the railroad company. They cannot afford to have cars enough to carry this product all in a few months, yet that must be done unless the surplus is stored. The railroad companies have come in for a great deal of criticism, and doubtless they deserve a great deal. The

growers and the carriers appear to be in a deadlock which must be broken by some sort of mutual agreement. The growers say that they want lower rates so that they can ship their products. The railroads say if you have more products we can give you lower rates. You must grow more and ship it before you can get the freight rates down, for the railroad company cannot come down in their prices until they get more business, and it is indisputable that they must have enough to pay dividends and running expenses, so that the only way they can reduce rates is by increasing the traffic and so reduce the cost. Yesterday, on this floor, it was necessary to send out for some man who could tell whether the railroad company would accept a shipment of apples during the winter months. That ought to be known. You ought to know that before you discuss the problem of warehouses. If you have no way to ship your apples in the winter what is the use of storing them. Better rush them onto the market and let the commission men take care of them as best they can.

"I know something about fruit in Chicago. If you have to pay about eight dollars a box in a swell store for Washington apples the Greeks who run the fruit stores cannot handle them; they are obliged to get a smaller and poorer apple than these. Perhaps the trouble is with your retailer. Some investigations have recently been made in Harvard. Some of our Wenatchee apples have fetched a dollar or a dollar and a half; fifty cents for freight, ten cents for icing and some other additional charges that brought them up to perhaps two dollars a box or a little over, and those were sold at eight dollars a box in Boston. Of that amount two dollars went to the wholesalers and two dollars and a half to the retailers. There are economic reasons why the demand may be so slow that the retailer who has these expensive apples cannot make a large profit, because he only has a few sales. I think that we are going to eliminate a large number of the commission men and that we are going to reduce to a great extent the profits of the retailers, but we cannot reduce it beyond a certain point, because the product must be distributed and there must be someone to sell them, but I think what will come out of this whole discussion will be that there will be a better class of middlemen who will be willing to take less profit and a quicker turnover, which will give them a greater profit than they would have with a slower turnover, and that will make a larger market for your commodity.

"Now I want to get to the final thing, which is briefly this, that in this matter there is a unity between the marketing of apples and the marketing of grape nuts or anything else. It is a problem which brings us to the study of human nature, a problem which really stands between the producer and the consumer, is a large factor of human nature which must be attended

to. For the popularity of grape nuts 'there is a reason.' Everybody smiles when I say 'there is a reason.' Those things become characteristic; it has got to be a saying and we have reached the psychology of the individual. I did not know until a short time ago I read in 'Better Fruit' that the apple yielded perhaps three times as many calories for ten cents as would the same amount of money invested in beefsteak. Those are things which ought to be known and they are not known, and they ought to be put up the consumer. I noticed a person who came into this building and bought for consumption on this ground one of those Arkansas Black apples, and he could not eat it, carried it around all day, did not want any more apples of that sort. The same is true if you get what you don't want it does away with the effect of advertising. The whole thing comes down to a matter of advertising a commodity efficiently. I don't know whether there is ever going to be any scientific rule for advertising, but I do know that there are now being conducted what are called small localized investigations. Recently a business house sent out a series of small advertisements and then replaced them with somewhat larger ones, and the returns from the larger ones were exactly in proportion to their additional size. Where there is going to be millions of dollars spent in advertising it must be all done on an intelligent basis and on the average result. We students are not so awfully theoretical. I will grant you that we theorize about political economy, but you must remember that the present increased efficiency of machinery and manufacture is due in no small degree to the efforts of those who were interested in such things from the scientific point of view. The relation between production and market must be observed. In our case production has not yet reached the possible market because the market has expanded. The industrial revolution in England recently was largely due to the fact that they could not keep up, under their old system, supplying a market for their production. We have got to look to that. We have come to the point where the production is pressing close upon the matter of marketing, and where the pressure is there you will find the very best brains and intelligence centering itself, and that is the hope of the problem of the marketing of our products—intelligence and enterprise and skill. That intelligence and enterprise and skill which has heretofore been directed toward the matter of production will now be turned in a large measure to the matter of marketing. I have in my class now thirty-five young men who are preparing themselves rather to become salesmen or business men than producers, and that is the problem that we have to deal with in the future in my department, and in that department I ask the co-operation of the fruitgrowers and producers."

Mr. W. T. Clark, president of the Wenatchee Valley Fruitgrowers' Association, Wenatchee, Washington, said: "Mr. Sampson, manager of the Spokane Apple Show, came down to our little town and insisted that I should come up here and make a talk, or that somebody should, and he suggested several subjects. Finally he said, after some discussion, 'Come anyway and say whatever you care to say. I want to hear you talk.' That was a new one on me. I did not know that I was so popular. But I promised to come. If I try to make an extended talk I shall leave here with the same kind of a reputation that I have at home, that of being a common scold, about all I do down home when I talk to my growers—I call them my growers because they made me the president of the association—is to scold them. I notice a number of my own people here and they smile; they know that that is true; I simply scold them. I don't know why I am entitled to do so, but I do, notwithstanding; perhaps because I go around the country more than they do; perhaps I see so many things that they do not see that they should know about. They generally take it very kindly when I tell them about these things that way and turn in and scold them. I hope I will not get in that strain this morning. I wish to say now, that as far as the marketing problem is concerned, I know just as little about it as anybody else. I have been very much concerned for a period of five or six years, or more than that, perhaps about ten years—in this very problem. My greatest interest comes from being a land man. I have been in the land business for more than thirty years. I don't know much about it yet, but I can't get out of it because I am afraid to tackle anything else. After having been a land man in the great State of Kansas I drifted to the State of Washington. I have been building irrigation canals in the famous Wenatchee Valley, where nothing but fruit is grown, and naturally I am interested in fruit, and have become a fruitgrower. My greatest interest, however, is in land, and because of that I have been studying this very problem, which is the basis of land value just as much as it is your living, for these ten years. I have not attempted to make myself known in the matter until within the last year or two, when it has become apparent to everybody, even those who do not attempt to look ahead but just drift, that pretty soon the marketing problem will be the great problem of the Northwest. It became apparent to me four or five years ago, when I felt that the land business had about reached its limit until something like a permanent basis of values was established, which basis could not be established except through something like a permanent value for our crops. It is true that our crops of wheat and grain and everything that is grown in the ground fluctuates in price from year to year, but nevertheless there is a range which can be somewhat determined

upon, and is the basis on which land values are made the world over. Fluctuation of boxed apples are so great that no man here has the courage to say what they may reach, and on such a basis no values can be made permanent. To that end I began carefully studying the situation and made many trips across the continent, going every year to various cities and down through the market streets and watching the manner and method in which those people did business, and I came to the conclusion then that a new method of selling would soon have to be found or we would be in the same fix that we are today. There are a few commission men, perhaps, who are up to dishonest tricks of all kinds, but I believe the percentage of honest men in that trade is just as great as any other. Some of us have been unfortunate enough to fall into the hands of the dishonest ones and we have suffered, and because we have suffered we are inclined to say that they are all dishonest, but they are not. The trouble with the commission men is that they do not know anything about us out here. They send their traveling men or representatives out, but the main men do not come and they do not understand the hardships that the fruitgrower undergoes for a period of seven years before he gets a crop. If they understood they would think more of us, and they would think more of the stuff that we send down to them, and they would not be so careless about demanding good prices.

"About ten years ago, along about this time of day or earlier in the morning, I stood on the street in Chicago, a crowded street, jammed with stuff—if you were to go down there and see it I am afraid you would lose interest in some of your farms. It is simply wonderful the amount of stuff that is gathered there every morning, teams without number for four or five or six blocks, stuff coming out of the rear end of the stores and the front ends, sidewalks crowded full of stuff of every kind. Step into the store a minute and watch the salesmen, as I did, in one of the most prominent stores there. Ten boxes of beautiful apples stood on one side—boxed apples, fine apples. A buyer came in and said, 'I would like to buy those ten boxes; how much are they?' 'One dollar seventy-five a box.' 'Too high; can't stand it.' He walked out and went down to another store, and pretty soon he came back and said, 'I would like to have those ten boxes, but I can't pay a dollar seventy-five.' They figured around a while and those ten boxes were sold to him at a dollar sixty. There, in fifteen minutes, was lost to the grower half the profit that he hoped to make permanent as a basis on which to base the value of our land. In fifteen minutes that salesman destroyed the efforts of that grower for an entire year to stick fifteen cents in the profit of the buyer. I mean to say that if that commission man knew what trouble and the long years of effort it took to stick ten or fifteen cents on the price of a box of apples he would be

more careful in his dealings. Fifteen cents a box of apples may sometime, but I hope never, be the margin of profit, and there he let it go in ten minutes. We have got to induce the big men of the business to come out and see what we have to do to produce a box of apples, how much care, how much effort and how much time, and perhaps then they will look upon us in a little different light. That is one of the things that needs to be corrected. That man who purchased these boxes of apples rather interested me and I followed him up. I found he had a little store and I took the car—I got the address from the salesman and went down there. He did not reduce the price to the consumer ten cents; it was the same to him. Now, then, the people of the Northwest have solved the problem of producing the apples. The men who are in the land business, the men who are in the railroad business, have been for the last twenty years to my knowledge—I have been a resident of the State of Washington for twenty-four years)—inducing people to come out here and settle here to grow apples, and because of this wonderful country we have and the wonderful crops, we produce more than we can use, and in order to sell them we have got to send our apples elsewhere. We have reached and almost perfected the first step in this development; the next is selling the fruit, marketing the fruit. We have classified ourselves so fine that nobody else in the whole world except ourselves can distinguish the difference in our apples. To the population of the East an apple is an apple. They may admit that one of these beautiful apples here should have a little higher value, but the difference he does not know. We are the only people who know anything about its fine classifications, and therefore we have put ourselves in a position where we have got to fight to maintain our values, and fight hard. Now, then, having accomplished the first step, the second one is necessary. Nature has been so kind to us that we have the ability to produce the highest quality of goods. It is not a slam at these people of the Northwest to say that it is not because of their intelligence that we do this, but because of kind nature; it is the soil of Washington which makes it possible to produce these fine fruits and not the intelligence of the grower. I told you I would be a scold. I have told our growers that they got these fine fruits in spite of them; that we did not have an intelligent, scientific grower in the Wenatchee Valley. We get some fine stuff, it is true, but we don't know anything about the scientific production of apples; it is simply that nature has been so good to us that we can produce the finest apples in the world. Now we have accomplished this first step, and we have got to accomplish the second. The second means competition with man and not competition with nature, and because that is true you have got to fight, and you have got to have the very best men in the Northwest lead

us in this second step; the farmer and the grower cannot do it. He does not have the opportunity; he has not had the education; he does not meet with his fellowmen in the competition of business; his competition is with nature only, with the enemies of the fruit that we grow. Therefore, he must seek men who do come in contact with other business men, men who are shrewd and sharp and intelligent and who will play the game right, absolutely square and honorable men who have got the goods. This second step must be made, and before it can be made successfully it must claim the attention of such men as Mr. Strahorn and Mr. Elliott, the big railroad men; the big men of all classes, the successful business man of the Northwest who is capable of doing this thing. Select the very best man you can, as we do in our association—and I am a firm believer in the association—elect a board of directors and let that board of directors select the best man they can, and then give him their full confidence and let him go to work. The first thing, in my judgment, is to go to the railroad men and say, 'We are coming to you for help, for advice, perhaps for financial aid, but we are coming to you in a spirit of partnership, not to antagonize you, but we want you to work with us.' That is a pretty good way to approach any man; I have done that for a number of years and I find it goes down very well with the average man; they like it. They say, 'All right; we will do everything we can, but we can't do everything; you have got to do some of it. If conditions are such that both of us are helpless we cannot take all the blame, but we will do the best we can.' Storage and all that sort of thing must be provided. The railroads are helpless in the face of an overwhelming stock for which they did not prepare and did not anticipate. They cannot do it all. You must help them. After this partnership with the railroad, the next step will be to go down and see the commission men. You will find honest commission men, and must tell them your story and say to them, 'We need your help,' and you will get it. These are some of the steps. I don't think any of us know the exact method by which this problem can be solved; it is something that we must try out—all of us—for no big thing was ever solved by one particular man, but the mistakes, successes, efforts of a number of us will sooner or later result in a fair, smooth-running machine. We have got to work at this second problem in exactly the same manner that we work at the first, and use every effort and undergo sacrifices and hardships innumerable and be content. It is not enough to plant different trees and then take care of them until they come into bearing; still look forward, for when these orchards are in bearing second steps will have to be taken, and every step is full of hardships, but we have got to work it out the best we can.

"I don't believe that I can offer a method or a plan with which you would be satisfied, but I hope that

among us all that we will be able to formulate one that will work all right. I we find one we will tell you about it, and if you find one you will tell us about it, for we are all trying to do the same thing. It will take a year or two to demonstrate the value of any method, and it would perhaps be a very good thing after a year or two for us to come together, as we are doing now, and have the heads of the association give us a talk about their mistakes, and we can tell them what we deem it best to do and they can give us their ideas, and in this way we can work out a method. I know it can be done and will be done, and when it is done we ought to be satisfied.

"Another thing. It is my judgment that you have got to get off the pinnacle that you have been resting on for the last four or five years, of making a thousand dollars an acre. I never heard of that anywhere else in the world and the outside world does not believe you can do it. It is not possible and never has been possible in any country under the sun, and it cannot be possible here. If you can make ten per cent on a value of a thousand dollars per acre, instead of making a thousand dollars per acre, you should be satisfied. On the train returning from Chicago last week, or just five days ago to be exact, I met one of the Great Northern officials. We were talking over this subject and I said to him, 'Will you tell me how much money per day the most skilled laborer on the Great Northern is paid?' He said, 'Yes, sir; it will average four dollars a day, with overtime.' I said, 'Well, let us take four dollars a day, because perhaps there will be some time off and that will make the average good. That makes one hundred dollars a month, twelve months in a year. Out of that this skilled laborer pays his house rent, his living, clothing for his children and an education, and they are well fed, they are happy and contented, and every city under the sun is seeking for that class of people; they want them in every town. It is all right enough to have fruitgrowers, but you must have a pay roll. What does a pay roll mean but skilled labor. We look upon the skilled laborer as the man of main value to a town. Now that skilled laborer gets twelve hundred dollars a year and if he saves three hundred he is doing well. After a number of years, say ten years, he has a little home paid for, so that he saves rent, and then he feels safe if anything should happen to him. It has taken him ten years to get a home. Any of those people who want to can come to the Wenatchee Valley, and in ten years not only own a home but will make more than that twelve hundred dollars a year. Isn't that good enough? Hadn't we better get rid of these high ideas and get down to a normal condition of health? When we do that the problem of marketing the apple is solved; there is no question about that.

"The real problem is to induce the consumer to buy our apples, to put it

right up to him everywhere to buy our apples; but if we get those apples to a price that is too high for this skilled laborer to pay we might as well keep them at home. You have got to put them at the consumer's front door at a price that will induce him to buy them, and then the problem of marketing this coming enormous crop of apples is solved."

* * *

Mr. H. W. Otis, vice-president of the Northwestern Fruit Exchange, Wenatchee, Washington, spoke from the standpoint of an experienced market man: "I have been asked to talk to you a little about the marketing problem. It seems to me in the last two or three years we have done considerable talking about that subject; it seems to me that it is now high time that we did something besides talk. Perhaps when all the hot air that has been wasted on this subject has been winnowed out some of the thought will be valuable. I was one of the twelve apostles chosen at the Walla Walla convention to break the gospel of co-operation throughout the Northwest, and more particularly to my people in my own district. I carried the message to them and they rejected it. They said, 'We are in a class by ourselves. We see the object of it; all these other districts want to come in and trade on our reputation, but we propose to boost Wenatchee against the world,' which, being interpreted, means the world against Wenatchee. I find that the other districts have pretty much the same feeling; Yakima feels about the same, and Hood River, and down here at Moscow a man will call you off to one side and he will say, 'Of course these people up at Wenatchee have sold land at two or three thousand dollars an acre, but we have got land down here that we are selling at a hundred dollars an acre that will skin them to death when it comes to quality.' Now that sentiment prevailed throughout all the different districts. We have got a fine collection of the local ego of the different districts.

"We have been talking a good deal about co-operation. What is co-operation? A good many people believe that co-operation is fundamentally necessary to the successful marketing of our fruit. What is a co-operator? To my mind a co-operator is a man who does something for co-operation. What are the objects of co-operation? It is to enable us to do something collectively that we cannot do individually, and in this particular instance it is to get results in the marketing of our fruit. Now to get results such as we are after can be done only in one way, and that is by full co-operation. We have several co-operative organizations that are perfect in their way and as far as they go. In Yakima they have a perfect assembling organization and in Wenatchee we have one that is comparatively perfect, but that is only half of the game. We have got to sell the apples after we have them properly grown, picked, packed and assembled, and the selling

Continued on page 49

What an Engine Did

By R. E. Olds, Designer

My fame as a car builder, after 26 years, is based in large part on my engine.

To me it's an old, old story. Perhaps it is new to you.

A Lifetime

I was one of the world's first builders of gas engines. Long before the days of automobiles, the Olds Gas Engines were known half the world over. And they are today.

It has taken a lifetime to develop an engine like the one in Reo the Fifth. And even my rivals concede it to be one of the great engines of the world.

My catalog states all the details about it. I won't bother with them here. But the fame of this engine is based on four things:

Its unusual power—
Its enduring silence—
Its remarkable endurance—
Its ease of adjustment.

Radical Tests

We avoid trouble for you by putting each engine to five radical tests in our factory.

Each is run for 10 hours with outside power, then another 10 hours with its own power. Then we take it apart and inspect it.

Then it is made to run a blower, and tested at various speeds. Then it runs an absorption dynamometer, as a measure of its power. Then, in the finished car, we give it the hardest sort of road test.

These tests require 48 hours. But thousands of these engines, run for years and years, are still in prime condition.

We use on this engine, to save ignition troubles, a \$75 magneto. And we doubly heat our carburetor, to deal with any gasoline.

So Everywhere

In every part of this car we use the same precautions.

The steel is twice analyzed.

The gears are tested to stand

75,000 pounds per tooth. The springs for 100,000 vibrations.

We use 190 drop forgings.

We use 15 roller bearings.

The tires are 34x4.

Each body gets 17 coats.

When you get a car built like Reo the Fifth there is very small cost of upkeep.

Unique Control

We use in this car the only center control which is simple and out of the way.

All the gear shifting is done by moving a small rod only three inches in each of four directions.

There are no levers, side or center, so the front is clear. Both brakes are operated by foot pedals.

And in this car you find the left side drive, as in the finest cars this year.

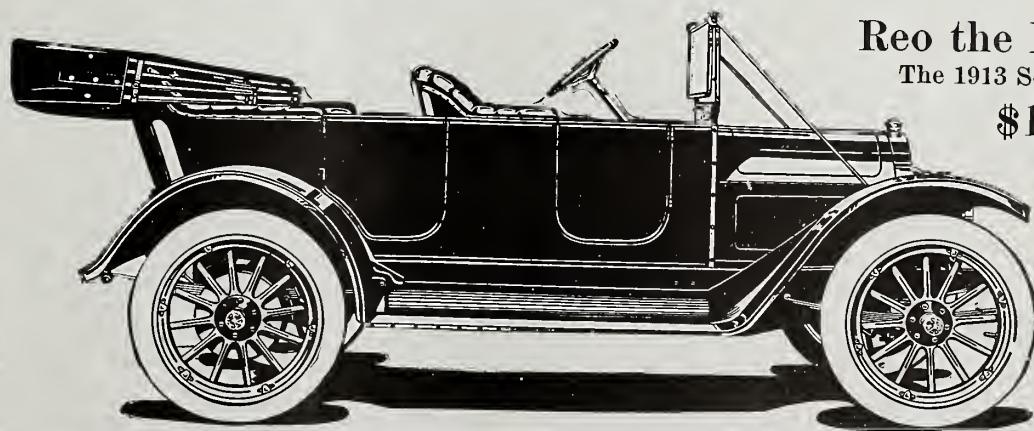
Write for our catalog and we'll direct you to the nearest showroom.

R. M. Owen & Co., General Sales Agents for Reo Motor Car Co., Lansing, Mich.

NORTHWEST AUTO COMPANY, 615 Washington St., Portland, Ore., Distributors for Oregon and Washington

CANADIAN FACTORY, ST. CATHARINES, ONTARIO

30-35 Horsepower
Wheel Base—112 Inches
Tires—34x4 Inches
Center Control
15 Roller Bearings
Demountable Rims
Three Electric Lights
190 Drop Forgings
Made with 5 and 2 Passenger Bodies



Top and windshield not included in price. We equip this car with mohair top, side curtains and slip cover, windshield, gas tank for headlights, speedometer, self-starter, extra rim and brackets—all for \$100 extra (list price \$170)

**Reo the Fifth
The 1913 Series**

\$1,095

Matters Affecting the Fruit Industry in the State of Idaho

Judge Fremont Wood, President, before Idaho State Horticultural Association Meeting, January 22, 1912

IN pursuance with the usual custom I have prepared and formulated a few suggestions affecting the general fruit industry of the state. The past year has been one of bounteous crops, and with proper management and direction should have been the best financial year for the fruitgrowers of the Northwest. It has been the purpose of the board of directors and officers of the association in formulating the program for this meeting to arrange only for the consideration of vital questions now pressing upon us. I do not mean by this that many of the questions, or the leading questions which we have considered at similar meetings in past years, are not of vital importance to the fruit industry, but while we have been considering the best methods of how, when and what to plant and how best to grow and produce, we have not devoted sufficient time and attention to the necessary methods involved for the distribution and marketing of the crop after it has been produced. This fact has been brought to the attention of the fruitgrowers of the Northwest with decided emphasis during the past year. Since preparing this program a suggestion has been made from some source that we have failed to give recognition to the work which has been performed and is now being performed along horticultural lines by the State University and experiment stations. There has been no thought or intention upon the part of the board of directors or officers of the association to ignore the university or to in any way fail to give credit to the good work which it has performed and which it is now doing. The horticulturists as well as the agriculturists of the state have been quick to recognize the great work that is being done by the agricultural department of the university and by the experiment stations, and we are willing and anxious to give our fullest endorsement and encouragement to that work. We feel, I believe, that the School of Practical Agriculture that has been established in connection with the agricultural department for the young men of the state, established, I believe, by the present dean of the agricultural department, is doing great work for the young men of the state.

The present program has to do chiefly with the disposition of the mature and perfected product. We have discussed questions for the last ten years involving how to produce and what to produce, and it is now time that we were giving a little attention to methods involving the distribution and marketing of this product. The horticultural development of the state will be fully disclosed by the state inspector and our rapid growth and development along these lines will show the necessity for the establishment of the best methods for marketing and distributing our constantly in-

creasing crops. The standardization of grade and pack is an essential basis of any marketing scheme, as the standardization of both grade and pack should be of such a character that quotations from Boise, Idaho, or Yakima, Washington, to any part of the country may be thoroughly understood without further representation than a mere naming of the brands. This question will be discussed by a gentleman who has long been connected with the packing and shipping end of the business in this state.

At the last meeting of the association held at Weiser, in January of last year, resolutions were adopted strongly opposing the enactment by congress of proposed hostile box legislation, and the board of directors were authorized and directed to send a representative to Washington, if necessary, to co-operate with other growers of the Northwest in resisting such hostile legislation. Shortly after our meeting at Weiser bills were introduced in congress and immediately referred to committees, for the standardization of both barrel and box packages for apples. The fruit-growing interests of the Northwest were immediately notified of the introduction of these bills and the dates of proposed committee hearings, and the president of this association was selected to represent the growers of the state before the committee in opposition to this measure. Oregon was represented by Mr. E. C. Whistler and W. K. Newell, both of whom had been and were prominently connected with the fruit-growing interests of the latter state. Washington and Montana were not directly represented before

this committee, but the growers from these states gave us great assistance by the great number of telegraphic protests filed with the committee. As the result of preliminary negotiations with the Eastern interests having the standardization of barrel packages in charge we secured their consent to an agreement for an elimination of box packages from the provisions of the proposed bill and an amended bill was immediately introduced by the author of the original bill with the box package eliminated. The amended bill then became the subject of committee investigation, and by agreement with the Eastern interests the representatives from Oregon and Idaho gave their support to the amended measure. I will not go into the details of that measure, but many of the reasons for standardizing the barrel package and barrel grades apply with equal force to the standardization of box packages and grades. There is always such a diversity in the sizes of box packages that no ordinary quotation carries with it knowledge of the size of the package, and another attempt will soon be made to standardize box packages and grades. Washington and Oregon, and I believe Montana, have already by legislative enactment standardized the apple package, making the standard box $10\frac{1}{2} \times 11\frac{1}{2} \times 18$ inches, inside measurement, such standard. That box is now almost in universal use throughout the three states above mentioned, and I am of the opinion that this association should memorialize the legislature to pass a measure standardizing this box in Idaho.

Continued on page 39

Users of "Orchard Brand" Sprays Have Finest Fruit

In many important fruit-growing localities "Orchard Brand" spray materials are practically the only kind used. They won their big lead by the merit of their work there year after year.

In Western orchards it is absolutely necessary to produce flawless fruit—inferior fruit cannot be sold at a profit. "Orchard Brand" sprays give the flawless fruit, because they always do completely the work for which they are intended when they are used properly.

Reasons Why the "Orchard Brand" Sprays Are Different and Better

Their formulas are the result of years of research by scientific fruit growers and chemists, they are made by advanced processes in properly equipped factories, and they are tested in Pacific Coast orchards.

We give you special directions for applying them properly in your own orchard. We maintain orchard experts of national note to advise growers how to spray and manage their trees. Insect and disease attacks vary from year to year in every locality and on different varieties. Exact knowledge is vital. This service gives it to you without charge.

Mr. S. W. Foster, formerly an entomologist in the employ of the U. S. Department of Agriculture, and thoroughly familiar with Western conditions, will be glad to answer your inquiries about orchard problems. Write today and ask for our Bulletin No. 1 on the Control of Codling Moth. When you write tell us the number and age of the trees in your orchard. Address

GENERAL CHEMICAL COMPANY OF CALIFORNIA
SAN FRANCISCO, CALIFORNIA

Whose Word will you take?

A Car to Keep

You are going to buy a car to keep, if you're going to buy economically. And a car, on your roads, needs a sturdy foundation to carry its power and load for years. needs more than mere specifications and "looks."

Trained engineers can't tell by appearance what a car will do. They can't pre-judge materials any better than you, for the cheaper steels look the same as the costlier. They must analyze every piece of metal in a laboratory to know what that metal is, and will do.

A car seldom tells its story inside of a year. Then it fails or it lasts, according to what the maker puts into it.

You must buy your car on the material basis—on the unseen values—if you are to get a car to keep.

And you must take somebody's word for this quality until you have proved it out on the road.

The thousands of customers we deal with regularly know you can take our word.

For Seventy Years

For seventy years the J. I. Case Company—a \$40,000,000 concern—has manufactured the finest machinery in its line. For 70 years men have been trying it and finding out its worth. Some of our customers have dealt with us steadily for more than 50 years. For seventy years the business has been operated on a close-margin policy. You know Case Products. You know how they last. You know, by results (you do or your friends do) the grade of materials we use.

Case Cars are made by the same company that has made this machinery for so long. They are made on the same close margin of profit. Don't you think, selling to the same people who use our machinery, we would use the best materials for the purpose throughout in these cars?

What We Don't Save

A car to be good today must be good for a lifetime if the buyer wants to keep it. City cars that run but a few thousand miles won't do on American roads.

We could make large savings on the cost of our motors by using cheaper materials.

We could save on our clutches, transmissions, drive shafts, wheels and other vital parts.

We could make large savings on axles if we used other than complete Timkens.

We use the same radiator that \$5,000 cars employ.

We could cut our assembling cost in two and this cost is one of the greatest.

Extra Values Everywhere

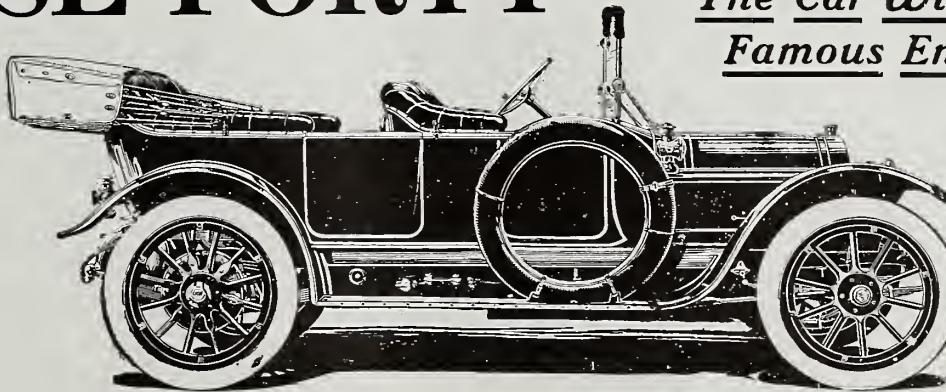
No expense is too great, no method too irksome, to perfect every part in fit and in quality. For Case Automobiles, like all Case Machinery, must operate perfectly, and must last like a tractor with one-tenth of a tractor's weight.

One must use the finest steels in existence to get both strength and lightness.

So we use this care and these better materials throughout the entire car.

No other car that we know, selling at anywhere near our price, uses such care and materials. No other can.

CASE FORTY



5-Passenger Touring, Fully Equipped, \$2,200

Westinghouse Electric Starter and Westinghouse Electric Lighting System for all Lamps; Side and Tail Lamps, Combination Oil and Electric; Warner Autometer; Electric Horn; Rain Vision Ventilating Wind Shield; English Monzair Top, Side Curtains and Cover; 27x4½-inch Tires; Firestone Universal Quick-Detachable Demountable Rims; 124-inch Wheel Base; Three-quarter Elliptic Springs; 4½x3½-inch Cylinders; Brown-Lipe Transmission; Timken Full Floating Axle; Rayfield Carburetor with Dash Adjustment; Bosch Magneto, Dual System Single Point Ignition. The usual Tools, Tire Repair Kit, Jack, etc. And in addition, Extra Tire and Tube on Rim, Extra Tube separate, Tire Chains, Tire Cover and Handy Work Light on long wire.

The Reason

No maker of automobiles alone could effect our manufacturing savings, for we didn't have to create a new business.

We added practically nothing to our selling expense. We had all our agents before a car was turned out. We added no salaries for officers, sales manager, advertising department, office rent or other overhead charges.

We need only reasonable profits. Our system, built up through seventy years, permits us to pare them down to the minimum, to effect great factory economies.



It allows us to put all this into the car, to put better things in a Forty than ever went into a Forty before.

You get the benefit of these savings.

They pay us no money, save that which "goodwill" brings to a firm that obtains it.

They pay you, through better materials, in upkeep, repair bills, and in the cost of new cars every year.

Don't you think them worth while?

Go to a Case Branch or one of our 10,000 dealers and see this new Forty. Ask to ride in it. See how it runs. Note its style and equipment. See also the Case Thirty at \$1,500.

Send the coupon for letters from owners that tell their experiences, and the Case Catalog describing the Case Forty and the Case Thirty in detail.

No other cars in the world are so ideally built for years of service on American roads.

J. I. Case T. M. Co., Inc.
671 State Street, Racine, Wis.

Please send me complete information about Case "40" and "30."

Name _____

Town _____

State _____

J. I. CASE T. M. COMPANY, Inc., RACINE, WISCONSIN

Case Cars are sold through 11,000 Agents and 65 Branch Houses
Factory branches at Portland, Oregon, Spokane, Washington, San Francisco, California, Salt Lake City, Utah, and Denver, Colorado

This Emblem on an automobile has the same significance as the Sterling mark on silver.

A Bright Future for King Apple

F. W. Graham, Western Industrial and Immigration Agent G. N. R. R., before Growers' Conference, National Apple Show, Spokane, 1912

THE time is coming, in my opinion, when the State of Washington will become famed more for the quantity and quality of its fruit, chiefly apples, than any other crop. It will be more famous in future years for its apples than it has been in past years for its lumber and shingles, which have enjoyed a world-wide market. The question of enlarging our present market for apples, and finding new markets, is one of tremendous importance. Particularly so when we take into consideration the immense amount of acreage which has been set out in the past few years and which will soon come into bearing, and the large new acreage being set out every year. When one stops to figure out the probable apple production five or ten years hence the figures are simply staggering. It behoves us to give serious consideration to the question of enlarging our markets and creating new markets for this rapidly increasing production.

It is true that the fame of Washington's apples has spread across both oceans and to South America, and large shipments are made every year to other countries across the seas. We have one great thing in our favor, and that is the excellence of our apples. They are better than any other apples grown anywhere in the world, and usually there is never a surplus of the best of anything. Good men are always in demand. Good horses always find good prices and anything animate or inanimate that is above the average in excellence, or as near perfection as it is possible to be, generally commands a good market price. I do not believe, however, that we should rely entirely upon the merit of our apples or to "hide our light under a bushel," for while we might win out in the long run the recognition might be unnecessarily prolonged. This is an age of advertising. No matter how good an article may be it has to be widely and judiciously advertised in order to increase the sales. I do not believe that it is any different in the case of apples

than any other product or article. The market can be greatly increased and new markets obtained by judicious and persistent advertising. The most effective form of advertising, to my mind, is showing the actual goods we have to sell. A good start has already been made along these lines. For several years past our apples have been exhibited in the East quite extensively. The Great Northern Railway, which I have the honor to represent, has been the leader in this line of work. We have specialized on Washington apples in our big products exhibits at the Eastern land shows, in our office windows and our exhibition cars, and our other permanent and special exhibits. We have gone into it more heavily each year until it would seem that the limit had almost if not quite been reached. Last fall at the New York Land Show we had a magnificent exhibit of apples and processed fruits in Madison Square Garden which simply staggered the New Yorkers and the New England apple growers. We took Washington apples—about twenty-five different varieties—across the continent and exhibited them in display boxes, cut-glass bowls, artistic baskets and in processed form, and their vast superiority was universally acknowledged. We did the same thing at Chicago in the Coliseum and at St. Paul. Today we are showing your apples at the Minneapolis Land Show and week after next we will have another of our fine apple exhibits at the Chicago Land Show. We have been criticised for specializing on apples, but the reason we have done so is because we excel in apples, and when we put on an exhibit in the East and have to go up against the competition of the whole United States and Canada we want to feature some product that we know we can beat the whole world on. If we undertook to feature corn or wheat, or some other similar product, other states or Canada could very likely make as good a showing as we could. When we put on a fine apple display, however, we

have the satisfaction of knowing that we have all other states and countries backed clear off the boards. If we did not feel that we got good results from these Eastern exhibits we would not continue to make them, as the expense is very great. It costs us \$4,000 for space at the Chicago Land Show this year. At New York last year we paid \$500 per day for nine days for the bare floor space occupied by our exhibits, which was 105 feet long by 12 feet deep. Washington apples have been shown in our exhibition cars for the past three years. Our cars will be put out again soon, and continuing on the road until late in the spring. We have also offered the front windows in every one of our Eastern city offices for apple displays, and the exhibits may be rotated from one city to another. We are also emphasizing the apple by means of free motion picture and stereoptican lectures, showing orchard views and everything pertaining to the apple industry calculated to impress the Eastern people with the superiority of our apples.

Now, I submit that all of this work we have been doing and are continuing to do has certainly had a pronounced effect in advertising your apples. We expect to continue showing your apples and give lectures and show pictures of orchard scenes to many more millions of people. We feel we are doing our full share in the exploitation of the apple. Every year Mr. James J. Hill purchases \$1,000 worth of apples at the Spokane Apple Show and makes presents of them to his personal friends on both sides of the Atlantic. The practice of expressing small cartons of apples from the apple show to Eastern friends is fine advertising, as is also the idea of making Christmas gifts of apples to Eastern friends.

At Wenatchee they have gotten up a list of all of the people who came out to Wenatchee within the past few years and left there again to go back East, and intend sending to each one a small box of apples with some literature which will inform them what they have missed by not staying there. All of this is good advertising. There is nothing better than showing the people you seek to interest the actual goods. They speak for themselves. We grow the finest apples in the world, and we should let the whole world see them and advertise them far and wide. Some improved plans for co-operative marketing or sales organizations doubtless will be worked out, but whatever is done it will be just as necessary to back it up by judicious and persistent advertising, and I think the plan of widely exhibiting the apples throughout the East and hammering away at them is the most practical and effective method of any, and as far as the interests I represent are concerned we will only too gladly continue to pursue this plan and co-operate with you to the fullest extent along these and any other consistent lines.

No-Rim-Cut Tires 10% Oversize

One Million Sold Another Million in a Single Year

One year ago—in our 13th year—we announced that one million Goodyear tires had then gone into use.

This month we touch the two million mark, and it's only one year later.

It took 12 years to bring motor car owners to use a million of these tires.

It took only one year for those million tires to sell a million others.

Mark What Those Tires Told

A million tires, within 12 months, sold a million others. That breaks all the records of Tiredom.

Don't you think you should know how they did it?

This Is How

Men found that rim-cutting, with old-type tires, ruined 23 per cent of their tires.

They found that Goodyear No-Rim-Cut tires ended this loss entirely.

Men also found that the 10 per cent oversize added 25 per cent to the average tire mileage.

Hundreds of thousands of men

learned this, then told the facts to others.

The resulting demand now compels an output of 6,000 tires daily.

Are They Wrong?

You who still use other tires must infer that these men are wrong.

But these are days of odometers. Men are keeping track of tire mileage.

Mileage figures only sold those million tires—the mileage figures on the previous million tires.

And Goodyear sales, because of

those figures, are seven times larger than two years ago.

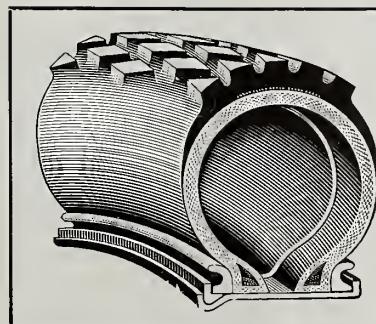
Find Them Out

For your own sake, test No-Rim-Cut tires. They save the average user 48 per cent.

Think how that cuts tire bills. Think how it saves annoyance.

These tires now outsell every other tire in the world. Find out why they do it.

Write for the Goodyear Tire Book—14th-year edition. It tells all known ways to economize on tires.



GOOD YEAR

AKRON, OHIO

No-Rim-Cut Tires

With or Without Non-Skid Treads

The Goodyear Tire & Rubber Company, Akron, Ohio

Branches and Agencies in 103 Principal Cities
We Make All Kinds of Rubber Tires, Tire Accessories and Repair Outfits

More Service Stations Than Any Other Tire

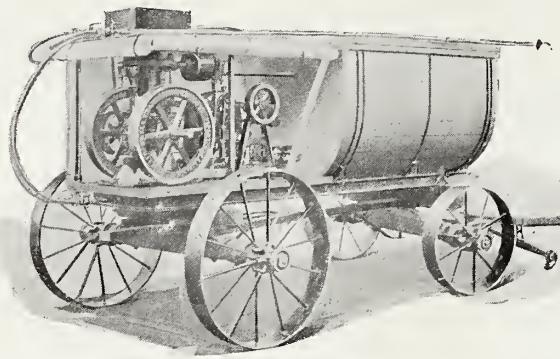
Main Canadian Office, Toronto, Ontario—Canadian Factory, Bowmanville, Ontario

(979)

WHY NOT INSURE YOUR SPRAYING RESULTS WITH

The Hardie Triplex

Free from
experimental
risks



The Sprayer
with the trouble
left out

6,000 orchardists are using Hardie Power Sprayers successfully. Their spraying problems are the same as yours. Their good results can be yours with a Hardie. Our new catalog gives details of twenty-five hand and power sprayers. It should be in your hands before you buy. A postal card written today brings it.

The Hardie Manufacturing Co.

Hudson, Michigan

49 North Front Street, Portland, Oregon

A New Selling Force In the Apple Field

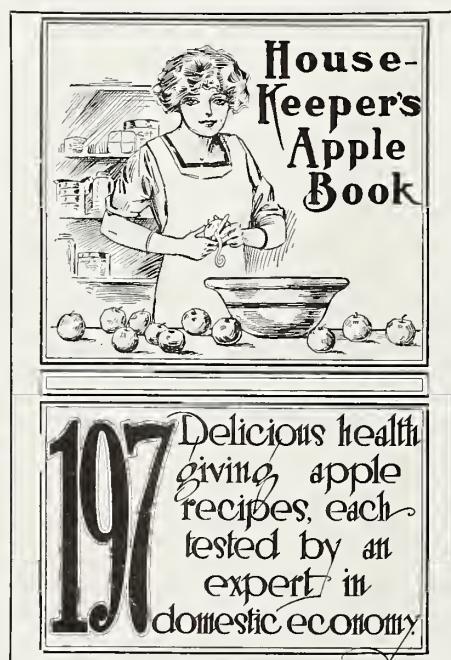
[Advertising is the motive power that is being used to increase apple sales]

IN recent years the apple, while still acclaimed the King of Fruits, has been less generally a product for the masses. It is in no way the fault of the apple. The fruit is today universally recognized as the most delicious and nutritive fruit known to man, the best for the complexion, the most satisfactory for its keeping qualities and open to a wider range of uses than any other product. Used raw, cooked, dried, evaporated, canned or preserved, it is an easily digested, wholesome food, easily prepared and appetizing on all occasions. Why, then, is there an under consumption of apples?

A mistaken policy of the retail trade is to blame. The retailer, taking advantage of the development of the industry, has for years been increasing the price until now his profits are from four to ten times greater than the fair profits he derived ten years ago. Within the memory of us all a dozen big, rosy-cheeked, juicy apples could be bought for a dime; today we consider ourselves fortunate if we can get a dozen good ones for a quarter. This condition is not due to a scarcity of the fruit; the crop has been ample. Neither can it be blamed on the grower, shipper or wholesaler, for their profits have varied little. The retailer must shoulder the blame. It has proved a short-sighted policy for him, for as a consequence of the increased prices the apple has

shifted from the class of staple household foods to the class of luxuries and can only occasionally be bought by the poorer classes. The demand for it has therefore decreased in proportion to the increase in price.

With these conditions prevailing and facing the prospect of apple production



trebling within five years, producers all over the country have devoted much thought to devising means to proportionately increase the demand for apples. This matter was one of the principal subjects of discussion at the last convention of the International Apple Shippers' Association of America, whose membership includes over half of the largest apple shippers of this continent. As a result of the conference an advertising committee was appointed to inaugurate a national co-operative advertising campaign to advance, through publicity, the general interests of the apple trade.

Mr. U. Grant Border of Baltimore, a dealer of long experience, who in a strong address first aroused the convention to the need of an advertising campaign, was made chairman of the committee, and, working in conjunction with its other members and splendidly supported by President E. N. Loomis of New York City and Secretary R. G. Phillips of Rochester, has already applied the lever that is to lift a tremendous burden from the backs of the apple growers and shippers of the country. This committee began its work with three objects in view: (1) To show retailers the wisdom of making many sales at moderate profits as against few sales at exorbitant profits. (2) To urge them to push the sale of apples by the box or barrel instead of upon a quart or quarter-peck basis. (3) To educate the consuming public to the many valuable uses for apples, thus

multiplying consumption. Already considerable headway has been made. News articles and interviews contributed to the daily press in many cities have awakened interest in the fruit among the masses. The eyes of 20,000 dealers in the large consuming centers have been opened to the folly of selling apples on the present basis. A booklet containing 197 choice apple recipes has been prepared for circulation and will be distributed to housekeepers through retail dealers as soon as funds are available for the printing and distribution. A notice of this booklet was sent to these 20,000 retailers and requests for over 500,000 for distribution to their customers have been received, replies coming in at the rate of one hundred a day. The following testimonial distributed to these retailers is a fair example of the committee's methods of influencing the retailer:

A STRIKING STATEMENT FROM A PROGRESSIVE RETAIL DEALER

"When I demanded 100 per cent profit on apples, I sold only one barrel a week—and made but \$2.20. I now make a leader of apples, and sell ten barrels at 35 cents a peck that cost me 25 cents—making \$11 profit instead of \$2.20. By this change in my methods I not only hold my present customers, but make many new ones who appreciate my efforts to help reduce the high cost of living."—A. H. Glos' Sons, 213 North Castle Street, Baltimore, Maryland.

The work of the committee has been warmly commended by apple producers in all sections of the country. The sentiment of each letter received by Chairman Border from growers or shippers is that his committee made a ten-strike when it decided to issue the attractive booklet of apple recipes through the retailer, since it placed him in a receptive mood for the gospel of "Moderate Profits" that the association will never cease to preach.

WANTED

Reliable horticulturist, thoroughly conversant with fruit, vegetable and fodder growing under irrigation. Large tract opening in British Columbia. Exceptional opportunity for right man. Apply COLUMBIA VALLEY ORCHARDS, Limited, Sinclair, B. C.

WANTED RELIABLE PERSON in YOUR locality to report local INFORMATION, names, etc., to us. Experience not necessary. Good pay. We have big contracts to supply manufacturers with all kinds of information, names, etc. Strictly confidential. Exclusive territory assigned. Unusual opportunity. Send stamp for particulars. Spare time. NATIONAL INFORMATION SALES CO.—AKR—CINCINNATI, OHIO.

Position Wanted

By temperate young man of 31, as foreman or superintendent of orchard or farm. Practical and college training as horticulturist. Have had experience in the Northwest and East. Can handle men to best advantage. References.

F. W. SABRANSKY, Kenton, Ohio

Position Wanted

In large orchard, or will grow trees and develop orchard for land developing company. Have had 25 years' experience in nursery and orchard. Best references. Address "R," care "Better Fruit."

YAKIMA COUNTY HORTICULTURAL UNION

NORTH YAKIMA, WASHINGTON

E. E. Samson, Manager

Our "BLUE RIBBON" and "RED RIBBON"

BRANDS STILL LEAD

We have placed these famous brands of apples in many new markets during the past few months. Are they in yours? Only about one hundred cars left, and this will probably be the last call.

If you want the best of Yakima apples, with grade and pack guaranteed to satisfy, and our reputation for honest and square dealing achieved during an existence of twelve years back of that guarantee, you should get in touch with us at once.

Prompt shipments of most of the leading varieties made either from North Yakima or from our storage in the Middle West.

In a recent address before the New York State Fruitgrowers' Association Chairman Border outlined the following publicity methods to be followed during the present year: The establishment of a central office with an expert advertising man at its head, branch bureaus in large cities, a traveling press agent and the raising of the necessary funds by the sale of stamps to be placed by shippers on boxes and barrels. To all who have considered it this plan appears a most satisfactory and equitable way of providing the funds necessary to forward the publicity work. Each box of apples shipped will bear a one-cent stamp and each barrel a two-cent stamp. Thus every grower pays only his just proportion. If he ships 100 packages he buys only 100 stamps; if 1,000 packages 1,000 stamps, etc. It will not be unduly heavy on any one member. The entire issue of stamps will be placed in the custody of a trust company, and the sale and distribution carefully guarded. The expenditure of the advertising committee are also to be thoroughly supervised. This plan not only has the unreserved approval of President Loomis, Secretary Phillips and other officers of the International Apple Shippers' Association, it also counts among its friends Mr. Clark Allis, president of the New York State Fruitgrowers' Association, who, immediately after the close of Mr. U. Grant Border's speech before that organization, warmly indorsed the stamp proposition for co-operative advertising and promised that he would be among the first to stamp every package of apples shipped by him. With such an example it is confidently expected that other similar organizations will join the international association in this battle for the common good. As an example of how the scheme is regarded by apple

growers in general we quote the following extracts from letters received by Mr. Border:

"I think the stamp idea for raising funds for the advertising campaign a mighty good one, and if it can be worked right, as I believe it can, I think it will accomplish its purpose in many ways."—J. H. Hale, of the J. H. Hale Company, South Glastonbury, Connecticut.

"I sincerely hope you are going to be able to have the stamped package before we convene again."—L. Spencer Large, Mountain-Crest Orchards, Orratanna, Pennsylvania.

Mr. Border predicts that when the stamp method is in operation, giving

WANTED!

By an experienced horticulturist, position as manager of large orchard or as horticulturist to company planting orchards. Apply F. W. B., Box 944, Victoria, B. C.

EXPERIENCED ORCHARDIST WANTED

As partner in large Apple Orchard, 442 acres in famous Ozark Apple Region of Missouri. High location. Good soil. 10,800 finest trees in excellent condition. Half now bearing. Balance will bear in 2 years. An excellent opportunity for an experienced man with some money. Investigate at once. FRANCIS AND WYLAND REALTY CO., Sawyer Building, St. Louis, Missouri.

NEW STRAWBERRIES

Our annual plant catalog free to all. Reliable, interesting and instructive. All about the new Everbearers and other important varieties. The New Progressive Everbearing Strawberry. Rockhill's best of all, now offered for the first. Plants set last spring and fruiting until the ground froze produced for us at the rate of \$1,000 per acre for the fruit alone. A great sensation. Address C. N. FLANSBURGH & SON, Jackson, Mich.

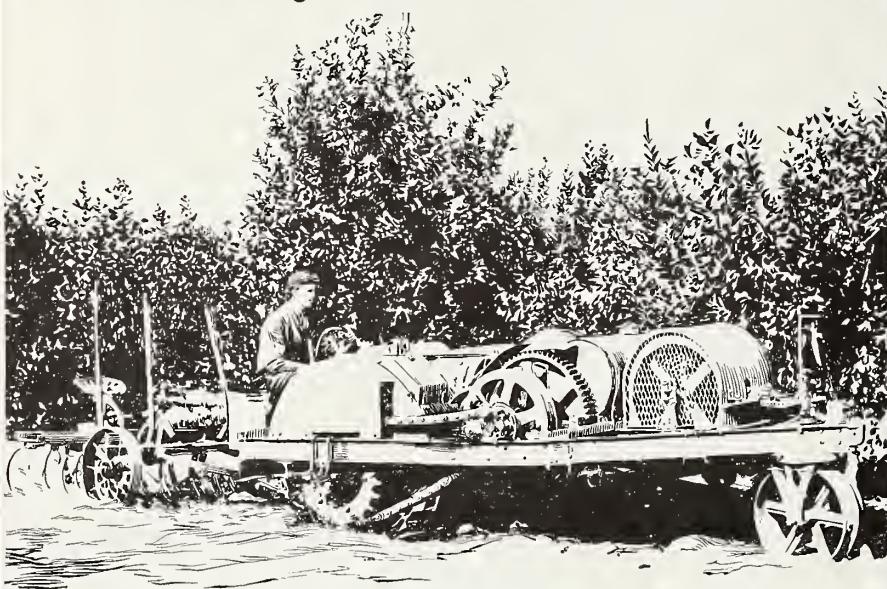
SEED POTATOES

Selected Burbank and American Wonder Potatoes. Grown on non-irrigated soil in the Cascade Mountains. Will keep till July. Price \$1.50 per 100 lbs., delivered in White Salmon or Underwood.

Mountain View Orchards

HUSUM, WASHINGTON

CULTIVATE WITH A Rumely ToeHold Tractor



The Orchard Grower who succeeds is the one who keeps everlastingly at it in the cultivating season.

Cultivation kills weeds, breaks up the crust, puts back the soil mulch, lets the air at the roots and gives the crops a chance.

And here is the ideal cultivating tractor.

This machine is low built, sturdy and quick turning. It does not pack the ground. It won't cost you as much as horses.

Better quit scratching the soil and really cultivate with a Rumely ToeHold Tractor—It will prove generally useful in plowing, harrowing, discing, hauling, etc.

It is only $14\frac{1}{2}$ feet long; 6 feet, 9 inches wide; it turns in a ten-foot radius; is only 5 feet high; it will go right up under the trees, anywhere a horse will go. It weighs only about four tons and has 14 h.p. at the drawbar, 28 at the belt.

It is made in California and became famous as the Johnston Tractor.

Owners praise it as a winner.

Write today for full description.

RUMELY PRODUCTS CO.
(INCORPORATED)

Power-Farming Machinery

San Francisco, Los Angeles, Portland,
Spokane, Pocatello or
(192) La Porte, Indiana, (Home Office)



DON'T PAY FREIGHT ON WATER. USE NIAGARA BRAND SOLUBLE SULPHUR COMPOUND IN DRY FORM

Dissolves Instantly in Cold or Hot Water. Takes the place of the Lime-Sulphur Liquid.

We have been manufacturing lime-sulphur solution for eight years and perhaps have manufactured more of this material than any other company in the business, and finally succeeded about two years ago in putting out a material in Dry Form. Last year about one thousand fruit growers used this preparation and the results were so satisfactory that we were compelled to go into the manufacture of it on a very extensive scale.

This material is not just as good, but far superior to lime-sulphur solution, as past results have shown, and is much quicker in controlling San Jose scale and fungous diseases, and also controls *Aphis* at the same time. It is put up in the following size drums: 100, 50, 25, 10, 5 and 1 pound.

ADVANTAGES IT HAS OVER LIME-SULPHUR SOLUTION

A 100-pound drum is equivalent to a 600-pound barrel of lime and sulphur solution, therefore carrying only one-sixth the freight rate. Much cheaper. Does not crystallize. No leakage. Will keep indefinitely in any climate. No barrels to return. No water to pay freight on. Will control San Jose scale in four days. Sticks like paint. The above statements are backed by government, fruit grower and experiment station reports covering a period of two years. Patented in United States and Canada.

Guaranteed by **Niagara Sprayer Company; Middleport, New York**, under the Insecticide Act of 1910. Serial No. 192.

The following are some of our largest distributing agents:

BUHL SONS COMPANY, Detroit, Michigan

MEYER BROTHERS DRUG COMPANY, St. Louis, Missouri

CHAS. H. CHILDS COMPANY, Utica, New York

THE MERRELL COMPANY, Toledo, Ohio

I. W. SCOTT COMPANY, Pittsburgh, Pennsylvania

NIAGARA BRAND SPRAY CO., Ltd., Burlington, Ont., Canada

We also manufacture a very complete line of spraying materials and spraying machines, and can make very attractive prices.
PLACE YOUR ORDER NOW WHILE YOU CAN GET IT. Write for circular and descriptive matter.

the advertising committee sufficient funds for its vital work, the demand for apples can soon be made to meet the supply, and that a few years hence the bugaboo of under-consumption will be unknown among apple growers.

Selling Apples Through Advertising

A new day is dawning on the apple world. Already the first streaks of light are visible. The apple business will soon enjoy the benefits that come from the rejuvenating light of publicity. The International Apple Shippers' Association, at their convention in Chicago last August, realized the vital importance of advertising and a committee was appointed to plan ways and means to increase the sale and consumption of apples. The committee immediately began work, and through the co-operation of the president, Mr. E. N. Loomis, the secretary, Mr. R. G. Phillips, and others have already produced most encouraging results.

First was published throughout the country, by the Associated Press, extracts from the address of Mr. U. Grant Border, setting forth the health-giving properties of apples and their value in beautifying the complexion. This created much talk among apple consumers and led to many editorials, comments, cartoons, etc. Next new articles and interviews were furnished the daily press, in which the quantity, quality and reasonable prices of apples were brought out. This kind of publicity is now being carried on regularly by our wide-awake members throughout the country. Then to 20,000 retail dealers in the larger consuming centers a most striking and forceful appeal was mailed, urging that apples be made a leader and showing how larger total gains could be made through increased sales at a reduced percentage of profits.

Now as to our plans for the next year. The committee will ask the next convention of the International Shippers' Association at Atlantic City in August next to adopt the following publicity methods: (1) Appoint an advertising committee, which will have power to employ advertising experts



St. Regis Everbearing

The Raspberry for the Million and the Millionaire.
"There's Millions In It."

You can now have wonderful Raspberries from June to October by setting out the plants this spring.

St. Regis produces continuously from June to October—heavy crops of large, luscious, sugary berries of bright crimson.

Its summer and autumn crops do not consist of a few scattered berries, but good to heavy pickings all the time. One party who had a small patch, say half an acre, picked and shipped from it two or three pickings each week for four months, and his profits were enormous.

Grows successfully in any soil—endures without injury heat, drouth and severest cold. Catalogue free.

Grow
Chestnuts
Like This
For Profit



Covers a 50c piece

The trees are hardy, rapid, symmetrical growth, luxuriant foliage; spreading boughs; clean trunk; stateliness.

These qualities combined and developed by science to a degree that closely borders perfection, in the new

SOBER PARAGON

Mammoth, Sweet Chestnut

Crop, Fall of 1911, brought \$48,000, orchard only 10 years old.

The only large sweet chestnut in the world.

Bears the first year. The nuts average 1 to 2 inches in diameter.

United States Pomologist, G. B. Brackett, says "It is of large size, fine appearance and excellent flavor."

Testimony from growers, commission merchants, forestry experts, etc., given in our free catalogue.

We own exclusive control of the Sober Paragon. This copyrighted metal seal is attached to every genuine tree.



Basket of
Mantura Pecans

Large Nuts—Paper Shell

Hardy Acclimated Pecan Trees for Planting in Northern States

Here are Pecan Trees which will thrive in Northern States—producing as prolifically and as profitably as any Southern Pecans.

Pecan Orchards pay far larger profits per acre than wheat or corn.

A shade-tree of wondrous beauty, long the pride of the South, may now adorn any Northern landscape.

We control five varieties of hardy trees best suited for Northern planting. These have withstood temperature far below zero,—never been known to "winter-kill." Successful in almost any soil. Begin bearing in 3 to 5 years. Catalogue free.

GLEN BROTHERS, Glenwood Nursery (Established 1866), 2088 Main Street, Rochester, New York

and to contract for supplies, space or whatever in their judgment is necessary or advisable to further the interest of the apple business generally, provided all expenditures be kept within the limits of the advertising fund in hand at the time said contracts are made. (2) That said committee be authorized to collect its advertising fund by direct appeal or through the sale of stamps as hereinafter provided, or by both methods, at its discretion. (3) That in event of the committee adopting the stamp method for raising advertising funds the stamps and money collected from the sale of the same be safeguarded as follows: The entire issue of stamps to be placed in the custody of a trust company, whose duties will embrace the sale and distribution of the stamps and the placing of the proceeds from the said stamps to the credit of the advertising fund, to be drawn upon only through checks or drafts signed by three officers of the International Apple Shippers' Association and countersigned by the chairman of the advertising committee. (4) That said stamps be of two denominations, two-cent stamps for barrels and one-cent stamps for boxes, each class of stamp to bear such inscription as will definitely describe its purpose.

No more equitable manner of raising the fund has ever been suggested than this stamp proposition. Every dealer or grower pays only his just proportion. If a shipper has only 100 packages he buys only 100 stamps; if 1,000

packages 1,000 stamps, etc. Besides, every stamped package is an eloquent appeal to the "other fellow" to get on the publicity band wagon. The tax will not be unduly heavy on any one member, and if all contribute what a magnificent work will be accomplished. Among the plans contemplated is the establishment of a central office with an expert advertising man at its head, branch bureaus in large cities, a traveling press agent and one or more capable men to carry the apple gospel to Europe and South America—no overproduction there! We count on your co-operation. Address all communications to U. Grant Border, chairman International Apple Shippers' Association, 218 Light Street, Baltimore, Maryland.

* * *

Your Greater Profits On Apples



Coyne, Chicago; J. M. Rothwell, Martinsburg, W. Va.

Dear Sir: You know that by keeping apples moving, by selling three or four times the number you handle now your profits will be greatly increased. You'll naturally ask, "How can I sell more apples?"

Here is the answer: The International Apple Shippers' Association, composed of over fifty per cent of the largest apple shippers of America, has started a movement to increase the consumption of apples by educating the public to use them more extensively. The first step toward this end will be to distribute to consumers attractive booklets full of apple recipes, revealing 197 different ways in which apples may be used. We now give you the opportunity to reap the full benefit of the increased demand for apples. We now open a way for you to double or treble your apple sales and profits, for we intend to allow you, as a representative dealer, to distribute a portion of these booklets to your own customers, thus obtaining their good will and increased patronage. This service is rendered absolutely without cost to you.

There will, of course, be a heavy demand from dealers throughout the country for these trade-creating booklets. We therefore strongly advise you to let us know at once, by the enclosed postal, how many copies you desire for distribution. Meanwhile talk apples, show apples, make apples you "leader." Make special prices on original packages. Discourage selling on a quart basis. Remember that quick sales and moderate profits are the basis of successful merchandising. Get busy with apples, and send the postal today. Yours for bigger, better business in apples, U. Grant Border, chairman.

BETTER FRUIT

BETTER FRUIT

HOOD RIVER, OREGON

OFFICIAL ORGAN OF

THE NORTHWEST FRUIT GROWERS' ASSOCIATION

A MONTHLY ILLUSTRATED MAGAZINE

PUBLISHED IN THE INTEREST OF MODERN

FRUIT GROWING AND MARKETING

ALL COMMUNICATIONS SHOULD BE ADDRESSED AND
REMITTANCES MADE PAYABLE TO

Better Fruit Publishing Company

E. H. SHEPARD

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Victoria

SUBSCRIPTION PRICE:

In the United States, \$1.00 per year in advance
Canada and foreign, including postage, \$1.50

ADVERTISING RATES ON APPLICATION

Entered as second-class matter December 27,
1906, at the Postoffice at Hood River, Oregon,
under Act of Congress of March 3, 1879.

factory prices and unsatisfactory market conditions. Editorially and otherwise, for some time past, we have advocated concentration in districts. It is a pleasure to know that the ideas in "Better Fruit" along this line are now being universally accepted by all fruit districts, and we are pleased to state in addition that there is a movement on in every district for concentration. In addition to this there is a strong desire, on the part of fruitgrowers in the Northwest in the States of Oregon, Washington, Idaho and Montana for one central selling association to handle the output of four states named. In 1909 the editor personally, at every horticultural meeting and through the columns of "Better Fruit," began the campaign against the exorbitant retail prices. The campaign commanded little attention until 1912. It is gratifying to know that the campaign against the exorbitant retail price of apples has spread and become universal. It has been one of the important subjects for discussion at every state horticultural meeting held in the Northwest during 1912-13. The exorbitant retail price of apples is being taken up by the International Apple Shippers' Association. The Housewives Consumers' League has inaugurated successful campaigns in New York, Chicago and Cincinnati to smash the exorbitant retail prices of apples. In October, 1912, "Better Fruit" published a Cooking Edition, an educational number for wider and greater consumption of apples, showing 209 ways to serve apples. It is gratifying to know that this idea has been advocated by the International Apple Shippers' Association, and we are pleased to inform the public that it will publish in booklet form "197 Ways to Serve Apples for Table Use" to be distributed free to the dealers, to be given to the retailers for them to give free to the consuming public, their customers. "Better Fruit" has advanced four great ideas. In the beginning each one commanded little or no attention. It is a pleasure to sum up these four ideas and call the attention of our subscribers and public in general to the fact that every one of these ideas are now vital problems with the fruitgrower, and that each one of these four ideas is meeting with earnest, enthusiastic, unanimous support from the fruitgrowers of all sections, as well as the trade and consuming public. First, "Better Fruit" advanced the idea of co-operation and association for the benefit of the fruit-grower. It is becoming universal. Second, "Better Fruit" instituted a campaign against exorbitant retail prices. This idea is being universally advocated and various campaigns are being conducted to establish reasonable retail prices by fruitgrowers in all sections, by the International Apple Shippers' Association and by the Housewives Consumers' League. Third, "Better Fruit" advanced the idea of concentration of all selling interests in every fruit district. This idea is commanding the serious attention of the different fruit-growing sections and efforts

are being made to concentrate the interests in each of the different districts to sell under one selling agency, thus eliminating self-competition at home and abroad, and for the purpose of creating wider distribution and conducting business in a more scientific, businesslike way. Fourth, "Better Fruit," conceived the idea of increasing the consumption of apples by issuing the October edition showing how apples could be consumed in 209 different ways. This idea has been advocated by the International Apple Shippers' Association for the purpose of creating greater consumption.

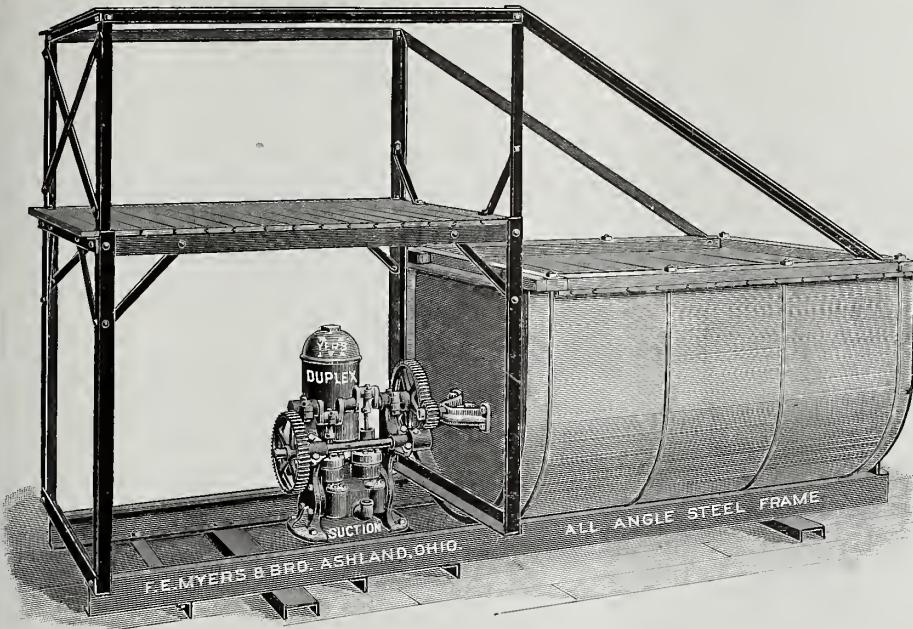
Concord, N. H., Jan. 27, 1913.
Better Fruit Publishing Co.:

You have made "Better Fruit" an acknowledged and standard authority on the production and marketing of fruit. Printers' Ink has awarded your publication Gold Marks for general excellence in its special line, and it is the only paper of the class that has been so honored. In the horticultural world there is no other publication just like "Better Fruit." It is the premier of its kind. Wishing you the success you deserve in this great work, yours truly, D. L. Davidson.

The leading article of this number on "The Apple Market of 1912, Evils and Remedies" was set up in type for the March edition of "Better Fruit." Information has reached us showing the vigorous, progressive and broad-minded campaign of the International Apple Shippers' Association to bring about a greater consumption of apples and a reasonable retail price, and therefore it is a pleasure to call the attention of the subscribers of "Better Fruit," and everyone interested in the fruit industry, to the following articles which appear in this edition. First, we desire to call attention to the poster issued by the International Apple Shippers' Association, through the advertising committee, on the subject, "Your Greater Profits on Apples." This is an announcement of the International Apple Shippers' Association that they will publish and distribute free "197 Ways Ways to Serve Apples for Table Use," one of the greatest steps for greater consumption of apples that has ever been made. The cut accompanying the article illustrates the cover of the booklet. The International Apple Shippers' Association is entitled to great credit for the splendid work they are doing in issuing this booklet. "Selling Apples Through Advertising," issued by the International Apple Shippers' Association in the form of a folder, which has been sent to every member of the International Apple Shippers' Association, is another move in the right direction, which outlines a campaign of work which is practical. It is further evidence that the International Apple Shippers' Association is doing its share to increase consumption and create a

"Better Fruit" Advances Ideas.—In the year 1903 the editor of "Better Fruit" purchased a tract of land in Hood River, with a small apple orchard upon it, and soon after set the balance to apples. For several years he was manager of the Hood River Apple Growers' Union and the Hood River Fruit Growers' Union, and continuously a director for nine years. After careful study and thorough investigation the editor became convinced that co-operation and association work were absolutely necessary to the fruit-grower in order to market his crop successfully. At that time there were comparatively few fruitgrowers' associations in the United States and only one in the Northwest, viz., at Hood River. A comparatively small number of fruitgrowers realized the necessity of co-operation and only one district in the Northwest had a fruitgrowers' association. The editor of "Better Fruit," sincerely believing that the association was the solution of the fruitgrowers' problem of marketing, began to advocate this idea in 1903. In 1906 Mr. E. H. Shepard began publishing "Better Fruit" and has continued to advocate the association idea. It is gratifying to know at the present time that all fruit-growing sections, all fruit-growing districts, have adopted or are adopting the association idea. It has been evident for some time that self-competition in each of the districts sooner or later would result in unsatis-

This Outfit can be mounted on your own truck if you desire



A NEW FEATURE

On these outfits we mount **The Stover Spraying Engine**; built especially for spraying; minimum weight; full power.

Send for
Circular
and
Prices.

LET US SPRAY WITH A NEW MYERS POWER SPRAYER

AND GET
BEST RESULTS

A Myers Duplex Pump
A Propellor Agitator
Steel Sills and Side Doors for
Pumping Compartment
A Sturdy Railed Platform
Mounted On Very Short Turn
Steel Wheel Truck

Mitchell
LEWIS & STAVER CO.

PORLAND
SPOKANE
BOISE

wider demand. In the article entitled "New Selling Force in the Apple Field" particular attention is called to the sentence, "Striking Statement from a Progressive Retail Dealer." This dealer states that when he demanded 100 per cent on apples he sold a barrel a week and made \$2.20, but when he only added a reasonable profit he sold ten barrels per week and made a profit of \$11 instead of \$2.20.

"What We Want the Fruitgrower to Do."—We want every fruitgrower to read carefully this edition of "Better Fruit." Fruitgrowers in every district should see that a copy of "Better Fruit" reaches their daily paper. If our subscribers will impress upon their newspapers the importance of the ideas advanced in this edition of "Better Fruit" we believe they will find the press ready to take up this line of work for the benefit of the fruit industry. The press stand ready to help us increase the consumption of our fruits. The press is ready to assist us in bringing down the exorbitant retail price. "Ask and ye shall receive." Don't sit idly by and wonder why apples are low and growl over your discontent. Be a man. Go to work. Do something. Get busy. See that everybody else does something. Start the ball rolling. Get the articles in this issue of "Better Fruit" in every publication in the United States. Write others on the same subject. Give your own ideas in good articles to the papers in your section. Take my word for it,

Fruit Labels
OF
QUALITY AND
DISTINCTION

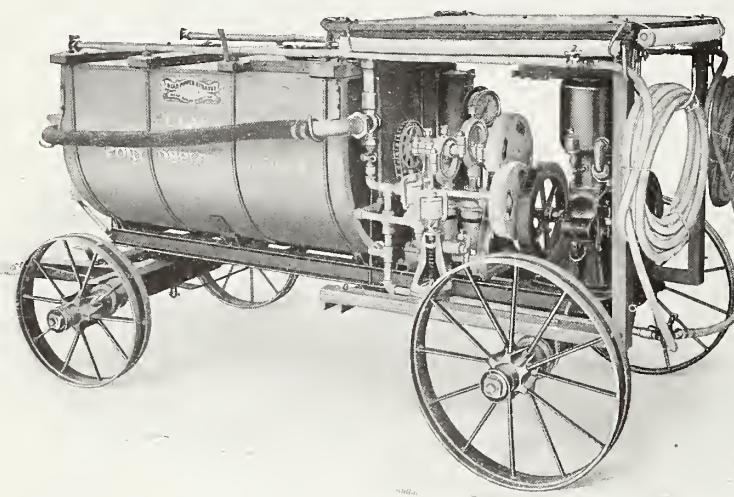
They're the only kind we make. If you are looking for the unusual and attractive in handsomely Lithographed Labels let us submit some samples and suggestions.

NO ORDER TOO SMALL
NO ORDER TOO LARGE

Schmidt Lithograph Co.
—SAN FRANCISCO—LOS ANGELES—
PORTLAND, SALT LAKE CITY, SEATTLE

Bean Power Sprayers

MOST PERFECT OUTFITS ON THE MARKET



Of course it throws the spray on at high pressure—of course it can be moved about through any orchard—of course it is guaranteed. No fruit grower would take his time considering any other kind of a sprayer. But the Bean doesn't stop there.

We're not content in making the Bean do merely what any sprayer must do to be worthy of the name. But in the Bean we offer scores of advantages and patented features that can be found in no other outfits.

There is not space here to tell of the BEAN UNDERNEATH SUCTION, BEAN PATENTED CUT-OFF, BEAN THREADLESS BALL VALVES and the many exclusive Bean features.

Send for the Bean Catalog

It illustrates and describes the entire Bean line of hand and power sprayers, showing just why Bean outfits are superior to others, and explaining the various details of construction so that any grower can readily see the advantages enjoyed by a Bean owner.

In writing, tell us the approximate size of your orchard and the kind of trees. This will enable us to suggest the outfit best adapted to your requirements. Don't buy a sprayer till you get the Bean book.

We Deliver from Spokane and Portland

Bean Spray Pump Co., 213 W. Julian Street, San Jose, California
Eastern Factory, Berea, Ohio

if you don't go after a thing you won't get it. The president of Stanford University said, "The world makes way for the man who makes way for himself." If we make way for the fruit industry the world will make way to receive us. Commence. Commence right now and keep everlastingly at it.

The Housewives Consumers' League, on account of the high cost of living, first went after the egg business and next after the apple business. Upon investigating the apple business they found that retail prices of apples vary all the way from 100 to 300 per cent, and sometimes even more. They found the retailer was charging fifteen cents per quart for apples, and upon investigating they found that apples could be

sold for five cents a quart, which would pay a reasonable profit, a greater profit than was made in many lines of goods handled by various retailers. They opened up a market to sell apples at five cents a quart. The press stands ready to take up the high cost of living for the benefit of mankind in general, consequently the press was not only willing but glad to assist the Housewives' League to bring about a condition so that the public could purchase apples at a reasonable retail price.

Oregon and Washington Association of Nurserymen held their annual session at Kennewick, January 13-14. The principal discussion was upon varieties of fruit, suited to the Northwest. Nurserymen are to be commended upon their endeavor to ascertain the varieties that do the best in a commercial way. Many growers need assistance in the selection of varieties. If the nurserymen understand what are the best varieties in a commercial way they are certainly in a position to recommend intelligently.

The Spokane Fruit Distributors' Association.—Four committees, composed of orchardists, real estate, lumber and financial men are now busy in selling stock of the recently organized Spokane Fruit Distributors' Association, with a capital stock of \$125,000. \$75,000 of this stock has to be sold to orchardists and farmers. The plan is to create a unit selling organization for the Spo-

kane district, which, it is understood, is expected to be subsidiary to the North Pacific Fruit Distributors. The following are the board of trustees: R. Insinger, J. C. Barline, Arthur D. Jones, W. L. Clark, D. K. McDonald, F. M. March, David Brown, Guy Seaton and Orris Dorman.

FOR SALE, COMMERCIAL ORCHARD

Located in earliest section of the YAKIMA VALLEY, one mile from station. Consisting of 20 acres of Elberta Peaches 6 years old, 15 acres of Bartlett Pears 6 years old, 10 acres of Apples (4 standard varieties), domestic orchard, and 10 acres unplanted. Excellent water right, fully paid. Improvements consist of: House, barn, tool, engine and bunk house, 30x60 packing house, icehouse, chicken houses, and all small buildings. Domestic water under pressure in house, barn and packing house; 4 head of horses, 3 wagons, plows, discs, cultivators and all tools necessary to run place. Best of reasons for selling. **WILL BEAR CLOSEST INVESTIGATION.** For price, terms and all particulars, address "U," Lock Box 93, North Yakima, Washington.

About Thirty Thousand Budded Apple Trees

No. 1, 4 to 6 feet grade, 1 year old, in varieties as follows:

Arkansas Black, Gravenstein, Grimes Golden, Jonathan, King of Tompkins County, Northern Spy, Rome Beauty, Stayman Winesap, Esopus Spitzenberg, Wagener, Winesap, Winter Banana and Yellow Newtown Pippin.

Prices right.

Christopher Nurseries Co.

John A. Stewart & Son, Proprietors

CHRISTOPHER, KING COUNTY, WASH.

PERSONAL

Wanted, people to know that the WHITE STAR chemical closet is made for homes not having sewers or water system toilets.

The WHITE STAR is a CHEMICAL closet and can be placed in any part of the home, and is at all times SANITARY and ODORLESS.

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Here's An Absolutely Hardy Berry That Yields Tons of Fruit A Year

In the frosty parts of Oregon, Washington and surrounding states the heavy yielding Berries so successfully grown near the coast must not be planted because they winter-kill. What is needed is an absolutely hardy Berry with bearing and growing habits equal to the tender kind.

If possible, Berries that yield heavier, even, than the tender Loganberry and Phenomenal should be the only kinds planted on good irrigated land. Such land comes at very high prices on account of its enormous producing capacity and must be made return the top dollar of profit.

Michigan-Grown Giant Himalaya Berry

These requirements are more than met by the true Michigan-grown Giant Himalaya Berry. If propagated and grown over winter in that harsh climate the plants will not kill back in 40 degrees below zero. And true Giant Himalaya—not Oregon Evergreen or Cut-Leaved—will yield ten tons of berries an acre every year. The berries are round and black, nearly an inch through, with no core—a high-priced product. The plants grow thirty

feet a year and the canes do not die down like blackberry canes—and they have bearing wood accordingly.

Get the details in the 1913 Berrydale Berry Book. It also describes Macatawa, an absolutely hardy blackberry fully equal to the Evergreen blackberries. Send right now for the book. It is free.

A. MITTING, BERRY SPECIALIST
BERRYDALE EXPERIMENT GARDENS
River Avenue, HOLLAND, MICHIGAN



"The Apple Market of 1912, Evils and Remedies."—The writer desires to say that it was the intention in this article, so far as possible in a limited space, to briefly cover every subject that in his opinion would be valuable in marketing our fruits. Your attention is

called to the fact that in covering so many subjects each one had to be handled very briefly, in fact each idea is simply given as a suggestion or a thought. Nearly every idea advanced in this article is a subject in itself, which could be only covered in a thor-

ough manner in two or three pages the size of "Better Fruit." It is hoped that the subscribers will take up the different paragraphs, elaborate on them and prepare complete articles upon each subject to be used in the press throughout the country.

Make Your Orchard Show More Profit

Get full value from your orchard. Erect an Apple Evaporator of your own. The cost is small. Profits large. Send for our new catalogue. All about Evaporators. How to erect and how to run them.

IT'S FREE. SEND TODAY.

Strong, Dash & Hery Co., 301 State Street, Rochester, New York
"The Oldest Apple Evaporator Supply House in America"

FOR SALE at NEEDLES, LOWER ARROW LAKES, B. C.

Eighteen acres of first-class fruit land, situated close to lake shore. Splendid climate. 3½ acres cleared ready for cultivating; 1½ acres partly cleared; balance in standing timber. With reasonable expenditure it could be developed into a very fine fruit ranch; also suitable for vegetables and berries. Does not require irrigation. Also a new bungalow 30x26 feet, containing four bedrooms, kitchen, living room, bathroom and large cellar. Has an eight-foot veranda on two sides. Open fireplace in living room; brick chimney. Also a 200-egg incubator, foster mother and poultry houses. For particulars regarding price, etc., apply to

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SLAUGHTERED Prices on Italian Prune Trees

Also all other fruit trees and small fruits. We have a large surplus that must be sold. High grade stock and very low prices. We pay transportation. Send a list of your wants for prices.

J. B. Weaver & Sons

UNION NURSERIES

Union, Oregon

"Curative Properties of Fruit," by Dr. J. H. Kellogg of the Battle Creek Sanitarium, is perhaps the greatest testimonial to the value of fruits as a diet. It appears in this issue. From the list of fruits used, as given by the Battle Creek Sanitarium, it is noted that about 1,500 cases of oranges and 1,000 cases of grapefruit. A case of either is equal to about one bushel of apples, therefore it is evident that the Battle Creek Sanitarium uses about four times as many fresh apples as oranges and about six times as many fresh apples as grapefruit.

Attention is called to the articles on "Marketing" in this issue, by E. H. Shepard, A. W. Taylor, Mr. Strahorn, A. I. Mason, E. C. Burlingame, Albert Diekens, H. W. Otis, F. W. Graham, W. T. Clark, Judge Fremont Wood and Professor C. I. Lewis.

The article, "A Beautiful Tribute to the Apple," from the Presbyterian Banner of Pittsburg should be read by everybody, as it indicates very forcefully the value of fruit as a wholesome diet.



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Stark Delicious Apple

The Most Talked About Fruit in the World!

Here's an *actual size* Stark Delicious—the finest apple in the world. The finest *fruit* in the world! For profits you can't touch it with *two* of any other variety. "The Ginter Co., of Boston, are getting 20 cents a-piece for Stark Delicious," says A. D. Birchard, Suffolk County, Mass. "Have received as high as \$5.50 per box for Stark Delicious apples," says M. E. Stewart, Chelan County, Wash. Are you getting anything like that for *YOUR* apples?

FREE BOOKS!

WRITE TODAY

Your orchard soil will grow handsome Stark Delicious apples. Your orchard can be made over from a moderate producer to one of the biggest paying places in the country. Your apple profits can be doubled and even trebled with Stark Delicious apple tree results—but, remember, it is only a Stark Brothers tree that can make and break bumper crop records. It's only the Stark Delicious apple tree that can produce this, the best of all fruit, and there is none other but a Stark tree with this name. Stark Delicious is an exclusive Stark Brothers apple tree—it has 100 years of expert apple tree propagation and experiment behind it—and no other nursery in the world will ever be able to duplicate Stark Delicious trees. You can plant Stark Delicious apple trees in your orchard, however—and you're cheating yourself out of your full share of orchard profits unless you do! Write us, today, learn more about the Stark Delicious apple, get our free books.

STARK BROS.

Nurseries & Orchards Co.

LOUISIANA, MO.

Station G.



What Is the Matter With the Apple?

By Professor C. I. Lewis, Horticulturist, Oregon Agricultural College, Corvallis

THE problems confronting the apple grower are: To lower the cost of production, to utilize the low grades in by-products, to get a better distribution of the product, to gain the confidence of buyers and consumers and to increase the general consumption. We often hear the statement that the apple business is overdone. It is hard to realize how a business can be overdone with a production of forty million barrels when we have a population of over ninety million people; and we must also remember that a considerable portion of our fruit is exported to foreign countries. We were producing more apples in the United States ten years ago than we are producing at this time. In the years 1901 to 1905 we were producing in the neighborhood of fifty million barrels of apples and prices were very good. Two years ago, with a relatively light crop—one of the lightest ever known in the United States—our prices were very low. It would seem that there has not been a very close relation between the amount produced and the prices received. The old law of supply and demand has not seemed to work in the case of the apple. Concerning the cost of production I would say that this is a subject upon which we should all unite. We should endeavor to lower the cost, and I am satisfied that by working together we can materially lower the present cost of production. The working of our lower grades into by-products will relieve the situation very materially.

A better distribution is something which requires the immediate attention

of our growers. During the years when our box output was relatively small and prices were unusually high

we crowded the greatest percentage of these apples into such markets as Chicago, New York and London, and made a very feeble effort to develop new markets. This year, while the increase in the apple crop has not been tremen-



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Especially Adapted Against All Climbing Insects

The Superior Tree Protector will prevent climbing insects from reaching the leaves and buds of a tree or plant. It will not wear out, will not get out of order, remains the same when the sun shines, when the rain falls, or when the sand blows, and automatically adjusts itself to the growth of the tree. It is easily put on, is perfectly harmless to the plant, and is effective in every instance for which it was designed. You cannot afford to waste your time poisoning cut worms or catching bud weevils when you can procure this preventive at a trifling cost. Once put on, it requires no more attention. Don't wait until the damaging results of the insects show on the trees, but protect them AT ONCE.

PRICES F.O.B. BRIDGEPORT, WASH., AND PORTLAND, OREGON

No. 1—For 1-year-old trees.	Less than 1,000.....	2½c
No. 2—For 2-year-old trees.	Less than 1,000.....	3½c
No. 3—For 3-year-old trees.	Less than 1,000.....	4½c
No. 4—For 4-year-old trees.	Less than 1,000.....	5c
No. 5—For 5-year-old trees.	Less than 1,000.....	6c
	Complete in lots over 1,000 at ½ cent less than quoted above.	

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dous, the increase in the box trade has been great and we have had more box apples than our old markets could handle. It is up to us to find new markets for some of our boxed apples. The remedy for this situation will be to establish distributing and selling agencies. We say that we have known this for a long time, but that it cannot be done. It will take only a year or two like the past season to demonstrate very clearly that it can be done. We will forget our local jealousies and we will get together. We are going to learn that there is not a fruit district in the Pacific Northwest but what can produce good fruit and that the problem in each case will be to find the best varieties for each district. Each valley will find that it has got to restrict itself to a limited number of varieties—to those it can grow well. In that way they will overcome competition. We can get an outlet for twelve or fifteen different varieties, provided they are grown well. If we cannot establish a central selling agency in the near future we should strive to establish better distributing agencies. Undoubtedly better distribution of our fruits was attained by certain of our selling agencies this past year than we have ever secured before for Northwest apples; but we need at the present time a much wider distribution than has ever been gained. Some authorities in the Northwest feel that the establishment of brands will be an aid; that we can do good advertising through the establishment of proper brands. Others feel that this is a step in the wrong direction, that it will be hard to establish brands, but that it will be better to reduce our number of grades and come to a better understanding on this score.

Mr. C. E. Whistler of Medford, who represented the Northwest before congress during the apple box legislation, recently gave an address before the short course at Corvallis, in which he brought out several strong points. He seemed to feel that the two greatest problems before the apple growers are, first, to establish confidence with the buyers, and, second, to improve the retail situation. Next July the apple-barrel act becomes a law. The New York State apple barrel will be adopted as a national apple barrel. There will be three grades of apples packed in barrels—grade A, grade B and grade C. These will be stamped "United States standard." The apple buyers are determined that this law be enforced; that if the growers do not live up to the law they will have to pay the penalty. It has been shown distinctly that the passage of a similar act in Canada ten years ago has tended to build up very materially the demand for Canadian apples. The European markets are finding that the Canadian grades are more staple than ours. Mr. Whistler emphasized very strongly this point, that while, beginning next July, there will be an act which controls the grades and packing of barrel apples, there is absolutely nothing which will protect the boxed-fruit industry. Beginning with next fall the apple grower can take the mis-

My Master Stroke for Peach Growers

In securing the distribution rights for the "J. H. HALE" Peach, I believe I have obtained the greatest profit-producer for peach growers that America has ever known.

For this peach is the crowning achievement of "The Peach King's" wonderful career. It is one-half to one-third larger than Elberta, has the fine, firm texture of the cling, yet is a perfect freestone; solid enough to ship in barrels, like apples; a golden yellow color overlaid with carmine; surpassing flavor; smooth, without fuzz, and a round shape that makes it unexcelled for canning and preserving. In 30 years of fruit-growing I have never seen a peach that so perfectly combines the essential qualities of a market and canning peach as does



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The "J. H. HALE" Peach

A Proved Success After Eight Years' Tests

Many kinds of peach trees have shown wonderful fruiting value on original trees, only to fail utterly on commercial exploitation.

But before Mr. Hale was ready to offer this amazing peach to growers he tested it for eight years in 3,000 orchard plantings in every variety of peach soil and climate. It has remained true to its characteristics in every case. It has grown better and better. And he now is willing to share the profits it offers with peach growers everywhere.

You can get genuine "J. H. HALE" Peach Trees only from William P. Stark Nurseries at Stark City, Missouri. Make no mistake in address.

"Delicious"—The World's Quality Apple for Planting from Coast to Coast

When I discovered this apple in Iowa, I predicted it would be a tremendous favorite. Today it commands prices 50% to 100% above all other apples on the market. Luther Burbank told me that he could produce nothing better—wanted nothing better. If you want a money making success, plant heavily of the "Delicious."

Save 50% on All Varieties

By selling direct from my nurseries I save you the usual 30% to 50% agents' com-

Wm. P. Stark Nurseries, Stark City, Mo.

Best Shipper—Best Canner

The firm yet delicate flesh prevents the "rag" in syrup, it has a preserving quality superior to Lemon Cling, producing a clear syrup that makes it as good to eat as it looks, and its luscious flavor is perfectly retained in the package. The amazing size of the "J. H. HALE" and its firm flesh make it an attractive proposition as a shipper.

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Our stock is diminishing with every mail. If you write at once, we can supply you now

with trees propagated from buds cut by Mr. Hale direct from his bearing orchards.

Early planters of this wonderful peach will skim the cream of the markets for the next ten years.



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missions, besides insuring you the satisfaction that personal business always brings.

I furnish you vigorous, healthy, well-rooted trees and I guarantee each one true to name.

I am prepared to supply you with Delicious, Black Ben, Stayman Winesap, Jonathan, Spitzenburg, Grimes' Golden Apples—every variety of fruit and ornamental at one-half agents' and dealers' prices. If a fruit, shade, berry or ornamental is worth planting, you'll find it in my assortment. Special planting directions furnished with all orders. Write me personally about your needs.

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Please send me your newest Tree Book; also prices and description of the "J. H. HALE" Peach.

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Address _____

erable stuff that he cannot work into the barrel, can dump it into a box and sell it as boxed apples. What is going to be the reaction on our box trade? Mr. Whistler is preparing a bill which should receive the close consideration of all growers who are interested in the box trade business. He is offering one box—our regular Oregon box. He is suggesting that we must put on that box the name of the grower and packer and where the apples are grown, the name of the variety and a guarantee that they are reasonably well graded. If we can get a new law like that through we can save the reputation of the box trade, but without such a law there is some danger that this trade may receive a black eye in the near future.

Mr. Whistler also mentioned that he believed that the retail situation needed attention. He cited as an example the history of a box of Winesap apples which left Southern Oregon. The grower received \$1.55; it cost ten cents to sell them locally, the freight was fifty cents, the wholesaler in Minneapolis made twenty cents, the retailer in Minneapolis sold them for forty-five cents a dozen. As the apples were somewhat small in size, the retailer got better than six dollars a box and made a profit of more than three dollars a box on his apples. Mr. Whistler's remedy for the growers of the Northwest is to establish retail stores in the various Eastern cities, whereby these apples could be offered at a reasonable

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Steam pressure canning is very simple and requires absolutely no experience. All you need is the right outfit. You could not find a better way to protect yourself against low markets, or find another business with such opportunities for making money as "Steam Pressure Canning" presents.

Farmers and fruit growers who have adopted the "Steam Pressure Method" are realizing nice profits. You can make money by canning what you raise and selling it later at store prices, when the articles are scarce. This is no experi-

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"NATIONAL" Steam Pressure Canning Outfits will preserve anything you grow, both in glass jars and cans.

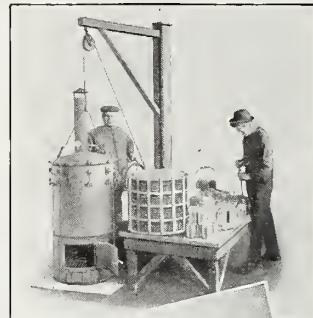
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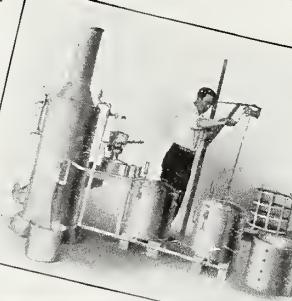
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can be raised from your trees if you will spray and fertilize your orchard with

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Let us tell you why and help you make your orchard more productive. Write

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rate. The apple is about the only fruit in which speculation is allowed at the present time. It is almost impossible to speculate with bananas, as they are controlled by the United Fruit Company. It is practically impossible to speculate with oranges, as they are sold at such a price and the supply is controlled in such a way that it is very difficult to speculate. But not so with the apple. The Eastern grower and fruit stand dealer has looked upon the apple as a big graft. The establishment of stores over the East will tend to lower the price of apples, which will mean an increase in consumption, the very thing we need most. The fact that no speculation is being allowed in bananas and oranges means that these fruits are being consumed in larger quantities, while the speculation in the apple keeps the average Eastern man from consuming many high-grade apples. The writer knows of another ease of Western apples in point. A box of Hyde King left Oregon for Philadelphia. \$1.50 was paid for these apples in Oregon. They were retailed about the first of January in Philadelphia at ten, twelve and a half and fifteen cents apiece. Such prices as these are simply ridiculous and should not be tolerated by the apple growers. This past season, while apples were selling wholesale in Chicago for a low price, they were retailing in that same city at from three to ten cents apiece. There were large towns all through the Middle West that had very few apples,

while the New York markets were overglutted. Many people who handled apples in the Northwest this year will tell you that this is untrue, yet the writer has talked with two persons who made it their business to visit cities in the East, hunt up our apples, see how many there were for sale and what prices, and both of these gentlemen reported the condition that I have quoted.

If the Northwest would get together and decide on only two grades for apples, make these grades a little more

BERRY PLANTS BEST AND CHEAPEST Illustrated Price List LOUIS F. SCRIBNER Department B Pasadena, California

ELASTIC PRUNING PAINT Saves Girdled Trees, Heals Cuts and Wounds, Prevents Decay, Stops Bleeding in Pruning, Cures Fungus Growth A Positive and Effectual Remedy for the Treatment of Fruit and Shade Trees When Damaged. Use any time of the year. Write for Prices and Catalog. Fruit Growers' Supply Depot. Best Tools of All Kinds, especially for Trimming Trees, etc. Best Harrows for Leveling Purposes. F. G. MENDENHALL, BOX BF, KINMUNDY, ILLINOIS

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elastic than they are at present, have the first grade high colored and free from blemishes but rather elastic in size, and the second grade allowing certain blemishes and fruits of off-color, it would help us very materially. It is very impracticable to try to handle six and seven grades successfully. The third grade of apples should be sold locally for cooking purposes, or else canned, evaporated or made into vinegar, jams and jellies. We cannot afford to pay fifty cents a box for freight on third-grade apples.

I believe that there are other factors that will materially aid the apple situation. One of these that I would recommend would be a protective league, organized along the lines of the California Citrus Protective League. This league would first look after legislation. It would see that our own states pass laws that are uniform and beneficial to the industry. It would see that congress does not take up any legislation that would be inimical to the Northwest fruit industry. It would conduct a campaign of advertising. The apple should be advertised in every American home. The people should be taught the value of certain varieties and their special adaptability for certain uses—pies, baking, sauces, etc. The protective league would take up matters which would come before the Interstate Commerce Commission concerning railroad tariffs, icing charges, storage in transit and similar vital topics. The protective league would be financed by charging a few cents for every carload of apples that went out of the Northwest. It would pay for itself many times over every season.

We should also have a bureau of statistics. It should be the business of this bureau of statistics first of all to find out all about our own business. We apple growers allow the buyers and consumers to know more about our business than we do ourselves. We should stop this foolish overestimating of crops every spring and strive to find out just what the true condition of our fruit crop is, how many carloads we are really going to have. We should strive to find out how many carloads other sections of the United States have and should look into the general fruit condition of the entire country very carefully. We should also look into the conditions in foreign countries. It would cost money to maintain the bureau of statistics, but it would mean relatively a very small tax. Then we need to do everything we can to get in touch with the consumers' leagues. During the past year or two we have read in Eastern papers of a campaign being made to keep down the cost of foodstuffs like eggs, butter, potatoes, etc. The consumers' leagues in Eastern cities could very materially assist the producers in bringing about a condition whereby apples could be purchased by the average American citizen and still leave a respectable profit for the grower.

THE ORIGINAL MOUNT GILEAD

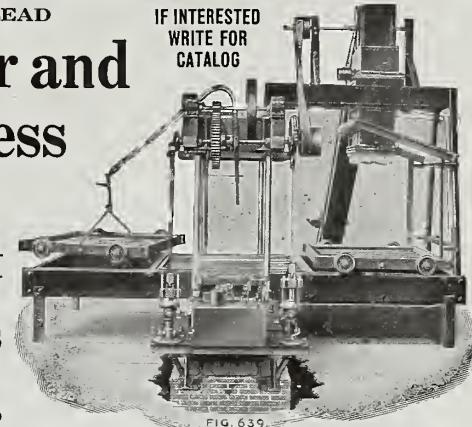
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Orchard and Universal Cultivator.
is the ideal tool for cultivating all kinds of fruit, such as apples, peaches, pears, oranges; also vineyards, hopyards and walnut groves.

It is equipped with fruit tree shield, and side hitch for low trees. Carries teeth, sweeps, furrows, plows, etc. Works deep or shallow, and cuts from 4 to 6½ feet wide. Convertible into disbarrow and alfalfa cultivator and special weeder attachment. Can be fitted with two-wheel fore-carriage—new this year.

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PORLAND, OREGON

Curative Properties of Fruit

By J. H. Kellogg, Battle Creek (Michigan) Sanitarium

MAN, like the big apes, the gorilla, the chimpanzee and the orang-outang, is naturally a fruit eater. Cuiver, the great French naturalist, called attention to this fact more than a century ago. The same fact was announced in Holy Writ. Genesis, chapters 1-29 reads: "And God said, 'Behold, I have given you every herb-bearing seed which is upon the face of all the earth, and every tree, in which is the fruit of a tree yielding seed; to you it shall be for meat.' Fruits, including nuts, grains and tender shoots, are unquestionably the natural bill of fare for the human family. The big apes of the London Zoo receive no other food with the exception of cooked vegetables. Fruits differ from most other foods in the fact that they require no cooking. They are, as they say in Mexico, cooked in the sun. It may even be said that they require no digestion. This last statement, if not absolutely true, is nearly so, for the sugars and acids of fruits require no digestion, but are ready for immediate absorption and supply the body with nutriment in its most easily available form. This is why fruits and fruit juices are so wonderfully and immediately refreshing. The energy-imparting elements which they contain are ready for immediate absorption, and hence do not tax the body or digestion.

The common prejudice against the use of acid fruits on the ground that they render the blood acid, and hence should be avoided in gout and rheumatism, is entirely without foundation. The acids of fruits are combined with alkaline substances. When fruits are eaten the acids are quickly digested, burned or utilized in the body, leaving the alkalis behind, so that the effect of fruits, even those that are decidedly acid in flavor, is to increase the alkalinity of the blood and to aid the body in getting rid of uric acid and other poisonous acid wastes. The free use of apples and of juicy fruits of all sorts is to be highly recommended in all cases of chronic rheumatism, gout, and in fact in all form of chronic diseases. Fruits stimulate and aid the action of the kidneys in the elimination of poisons, hence are exceedingly valuable in Bright's disease.

Another of the great advantages to be derived from the use of fruits is their influence upon the bowels. Constipation is the universal disease of civilization. Almost everybody suffers from this malady. Even those whose bowels move daily may be suffering from latent constipation. The bowels should normally move three times a day. Fruits stimulate intestinal activity not only by furnishing the bulk which the bowels require to stimulate action but also through the stimulating effect of the acids and sugars which they contain, which act especially upon the small intestine. All sorts of fruits are helpful in this regard. At the Battle Creek Sanitarium we make very large

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For a 50-Gallon Barrel
Guaranteed 30°

Lime and Sulphur SPRAY

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WHOLESALE
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200 L 208 L OAK STREET
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The one absolutely sure spray for San Jose is "Scalecid." Used in the best orchards everywhere. Endorsed by Experiment Stations. Will keep your trees clean and healthy and make them yield number one fruit. Better than lime scale. Easy to handle. Will not clog or corrode the pump or injure the skin. "Scalecid" has no substitute. OUR SERVICE DEPARTMENT furnishes everything for the orchard. Write today to Department "D" for new book "Pratt's Hand Book for Fruit Growers" and "Scalecid" the Tree Saver. Both free.

B. G. PRATT CO., 50 Church Street, New York City

50-gallon barrel delivered to any railroad station in the United States, \$30

Store Your Apples in Spokane

The Natural Storage Center
Take advantage of storage and transit rate and the better market later. Write us for our dry and cold storage rate and information.

Ryan & Newton Company

Spokane, Washington

use of fruits. The following list shows approximately the amount of various fruits used by our family of guests and workers each year:

	Fresh Cases	Canned Quarts
Strawberries	1,200	6,000
Raspberries	500	5,000
Peaches	750	7,200
Pears	350	15,000
Plums	225	3,500
Blueberries	275	2,380
Blackberries	100	500
Cherries	450	10,000
Pineapple	50	8,000
Oranges	1,500	...
Grapefruit	1,000	...
Lemons	600	...
Bananas, bunches	850	...
Apples, barrels	1,750	...
Apple juice (cider), gallons	3,500	...
Grapes, pounds	20,000	...
Grape juice, gallons	2,500	...

BATTLE CREEK SANITARIUM

STORE DEPARTMENT

Battle Creek, Michigan, January 28, 1913.

Editor Better Fruit:

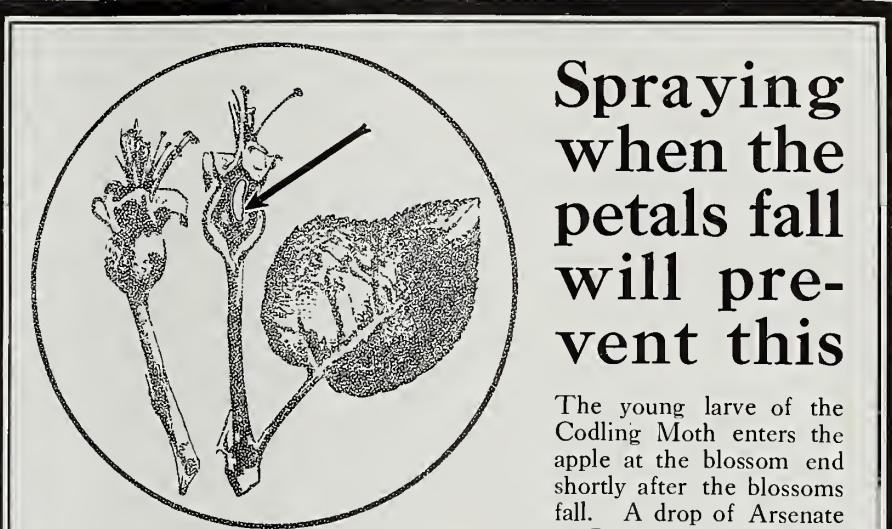
Your letter of January 23 received. I am glad that you have received the article and will say that apples are used very freely every day upon our tables. We do not use many canned apples or very many evaporated. Use no vinegar, but make fresh cider, as long as apples will permit. At this time of year I make up between three and four hundred gallons of apple juice every two or three weeks, keep it in cold storage so that it does not ferment. In addition to this I put up about 10,000 gallons in five-gallon retainers and sealed as you would canned fruit, for our summer use when we are not able to procure fresh apples. Will say this apple juice that we use through the summer time is not boiled, but we heat it to a temperature a good many degrees this side of the boiling point, but sufficient to destroy the fermentation germ, and we are able to keep it two or three years. We find it very valuable for our patrons and it is used three times a day on the tables.

Very truly yours,

SANITARIUM STORE DEPARTMENT,
Per O. C. Edwards.

Beautiful Tribute to the Apple

Forty million barrels. Such is the apple crop of the country for this year, the largest ever gathered. From Maine to California the orchards have borne abundantly and poured a flood of rosy and golden, streaked and spotted apples into our barns and markets and cellars and out upon our tables. Baldwins and Rambos, Golden Gates and Pippins and all the many varieties of this staple fruit have swelled the stream. An apple is one of the masterpieces of nature. A vast, complicated interplay of forces worked together to produce it. For years the tree grew from seed to trunk and branches, and then through many months it carried on the secret, subtle chemistry by which it distilled its juicy sweets into its ripened fruit. Bursting into fragrant bloom and bud in May, it then elaborated its sap into the flesh of the apple and flavored it with sugar, spiced it with wine and wrapped it in its thin but tough integument. The breezes fanned it, the showers baptized it, the sun kissed it and the frost mellowed it. It distilled its most delicate flavors from the dew and caught its colors from rainbows and sunsets. Earth and sun watched over it and the solar system cradled it in its care. That apple literally became a center of the universe and all the stars revolved around it. After such wide toil and tender care, with so many virtues and graces lavished upon it, no wonder that it comes to us as one of the



Spraying when the petals fall will prevent this

The young larve of the Codling Moth enters the apple at the blossom end shortly after the blossoms fall. A drop of Arsenate of Lead in the calyx cup

just before the lobes close prevents the worm from entering and this protects your fruit. The time you spray is important, but the quality of the insecticide used is equally so. No grower should take chances, but rather use

SHERWIN-WILLIAMS

New Process Arsenate of Lead

which has given satisfaction to fruit men everywhere. S-W Arsenate of Lead is made from the best and purest materials treated by our special process. The ingredients are thoroughly combined in just the right proportion, forming a neutral product which is best for its purpose. As the combination of the arsenic and lead is thorough and complete there is no danger of foliage injury through burning or poisoning. No disintegration occurs with a neutral arsenate when exposed to air, thus S-W Arsenate of Lead is most economical, as it remains on the foliage almost indefinitely.

Our new improved steel packages insure the material reaching you in the best possible condition and enabling you to carry it over from season to season without deterioration.

Our "Spraying Calendar and Guide" has much valuable information for fruit-growers. Drop us a post-card and a copy will be sent you immediately.

THE SHERWIN-WILLIAMS Co.

INSECTICIDE AND FUNGICIDE MAKERS

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Los Angeles

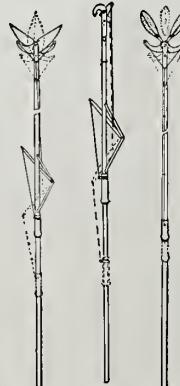
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Made in Oregon



PICKERS-PRUNERS BASTIAN

How much good fruit do you lose?

Are you satisfied to lose it?

If not, get the Picker that will save it—Bastian's—the only one that picks as well as by hand.

PRUNERS—If you want to save time and money, get Bastian's, the most powerful and easily operated pruners on the market. Hooks for heavy work; shears for light work. Standard lengths: Pruners, 5 to 16 feet; Shears and Pickers, 5 to 12 feet.

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Storey Manufacturing Co.

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The Kimball Cultivator

BEST IMPLEMENT FOR ORCHARD CULTIVATION



Kimball Cultivator at Work in Orchard at Morrisania

For maintaining a dust mulch in an orchard and for keeping down weeds the Kimball Cultivator is without an equal. Its blades cut about three to four inches under the surface of the soil, pulverizing the soil and leaving it level; all weeds are cut and germination of weed seeds prevented by leaving the soil in loose condition.

The Kimball Cultivator works well out from the horses, and soil can be stirred close to trunks of trees, with horses walking out in the open. The Kimball takes a wide sweep at a time, and eight to ten acres of orchard can be cultivated per day. Thousands of Kimball Cultivators are now in use, and every person who has one recommends it. Mr. Irvine, editor of *The Fruit-Grower*, used two Kimball Cultivators at Morrisania last season; ask him what he thinks of them. Ask him also if the Kimball is not an ideal cultivator for any part of the country; he will tell you it is an ideal soil-stirring implement.

Clean Cultivation of Orchards Pays

It not only conserves moisture, but destroys the hiding places of insects, such as curculio, which are often serious orchard pests. Apples grown in cultivated orchards ripen later and consequently keep longer; they are of larger size and are usually smoother. The cost of cultivation is not excessive if Kimball Cultivators are used. Send for free booklet describing this great orchard implement—it's free for the asking.

W. A. JOHNSTON, Manufacturer
THE DALLES, OREGON

choicest gifts of nature. And now it will presently appear on our tables prepared in many appetizing forms, apple sauee, apple butter, stewed and baked, and especially as that universal favorite, apple pie, or even better still, apple dumplings. It will be flavored and spiced so that its very odor will make the mouth water. But why cook an apple? The raw fruit, just as it fell ripe and mellow from the tree and came fresh and crisp from the cool cellar or with the frost of the orchard still upon it needs no culinary art to improve it. It melts in the mouth and sends its delicious sweets in a stream of exquisite sensations down along the whole digestive tract. A knife spoils it; let it be crushed and crunched in the mouth and then it gives out its richest flavor and yields the greatest satisfaction.

The apple is one of the most wholesome of our fruits and has health-giving and medicinal virtues of the greatest value. It starts all the secretions into vigorous action and floods the system with a fresh tide of life. It is a friend of health and a foe of disease. It is food, tonic, condiment and cosmetic all in one. It imparts its own virtues and its wine kindles brilliance in the eyes and its ruddy colors plant roses in the cheeks. One can hardly eat too many of them, and after the heartiest meal there is always room for at least one apple more. And an apple is a social fruit. It flockes in great multitudes and heaps in the orchard and it draws human beings together in fellowship. Sometimes there is only one thing better than an apple, and that is another apple that is being eaten by a friend. One does not enjoy an apple so well alone; it suggests comradeship and fellowship, and then its colors glow in richer hues and its flesh is more juicy. On a winter evening around the family fireplace it is a means of family unity and grace. Plenty of good apples will help to keep the children at home and in at night. When the neighbors come in the inevitable basket of apples always puts everybody at ease and in a good humor. Among the blessings of the year let us number our great apple crop. Forty million barrels are none too many. They will be poured out upon our people in a rainbow shower and will bring health and gladness into many homes.—“The Spy.”

HILL'S Evergreens Make Bigger Fruit Profits

Plant a hardy Hill Evergreen Windbreak. Protect orchards, berry patches, etc., from destructive winds. Get more fruit—better fruit, full crops, bigger profits. Hill's evergreens are hardy, naturally grown. Our double-root planting and thorough root pruning insure certainty of growth. Write today for *Evergreen Book*, beautifully illustrated in colors—SENT FREE.

D. HILL NURSERY CO., Inc.
Evergreen Specialists
287 Cedar St., Dundee, Ill.

Matters Affecting Fruit, Etc.

Continued from page 20

Northwestern growers have secured and maintained the high standard for Northwestern fruits by careful grading and packing in the so-called standard box. When the contest for national standardization comes it will be between our standard box, with the cubic contents of a bushel without any distension of its parts, and the box extensively used in Colorado and Utah. While the pack has been a jumble or tree-run pack in a box containing about one-eighth of a bushel, without distension of its parts, more than our own standard box. The so-called Colorado box is well suited for the tree-run or jumble pack, but it is absolutely impossible to utilize that box in packing and numbering our fancy grades. For this reason it becomes apparent that the Northwestern States should be a unit upon the standardization of our own box, because when standardization comes, if the words "U. S. standard" cannot be printed upon our own packages we will be practically out of the business, no matter how perfect the fruit may be in a package that cannot bear the guarantee of a government brand. The details of proposed legislation and the necessity therefor will be presented by Mr. Whistler and others.

Transportation and distribution will be discussed and presented by those having had a life experience in the business. Consideration of this question involves storage in transit as well as local storage and the time for handling different varieties of fruit. Heretofore, in long crop years, it has been the practice, perhaps, of a majority of growers to forward their cars to some central market, relying upon the auction and usual channels of trade to handle, at remunerative prices, upon receipt. The result of this method of shipment has been an immediate glutting of markets and consequent destruction of prices, and it has at last become apparent to the fruitgrowers of the Northwest and the Rocky Mountain region that methods must be immediately adopted for a wider distribution and some method by which the fruit can be delivered to the consumer, either through the ordinary channels of trade or other ways with less expense to the ultimate consumer, than has prevailed in the past.

Much may be learned from an observation of the methods adopted by the citrus growers as well as the banana marketing agencies. The marketing of the latter fruit as well as the oranges and lemons from California has been reduced to a science. And the consumption of these fruits is constantly increasing, and in the very localities where the finest apples in the world are produced. I have been told by an official of the Northern Pacific Railway that while apples were rotting upon the ground in the orchards around Yakima, bananas in carload lots were being consumed by the North Yakima market. If the banana trade can successfully invade the territory chiefly de-

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THE ASHLAND PUMP AND HAY TOOL WORKS

Distributing Agents, MITCHELL, LEWIS & STAVER CO.
Portland, Oregon; Spokane, Washington; Boise, Idaho

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PAY BIG PROFITS

\$350.00 on long time and easy payments buys a ten-acre Apple Orchard tract in "The Beautiful Shenandoah Valley of Virginia." Other farm and fruit lands \$15.00 per acre and up. Write now for last issue "The Southern Homeseeker," other interesting literature and low excursion rates. Address, F. H. LaBaume, Ag'l Agt., Norfolk & Western Ry. Bldg., Box 42, Roanoke, Virginia.

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Lath, Shingles, Moulding and Slab Wood

Berry Crates and Fruit Packages of all kinds

Apple Boxes—California and Oregon sizes

voted to the growth of the apple with success I am quite sure that the apple grower, by applying the same methods, can distribute his fruit at remunerative prices in every market of the country where he is willing to place good fruit.

In March of last year, after attending the hearings already referred to before the congressional committee, I spent a few days in New England. A few hours one day was spent in a small manufacturing town. A single mill,

but of enormous proportions, furnished practically all the business for this small town. I accompanied a gentleman through the principal marketing place and had occasion to observe particularly the fruits displayed. Oranges were exposed in large quantities. The fruit thus displayed was of the very best grade, probably not a defective orange in the entire store. The apple display alongside the oranges consisted of a small pile of red apples, less than a barrel, the most of which the laws of Idaho would consign to the cider mill or the by-product plant. I did not stop to inquire in relation to the prices. It was apparent at once that no one would touch the fruit at any price, and that they would prefer the oranges and bananas regardless of the price. This perhaps may give point and illustrate a statement appearing in the editorial columns of the *Fruitgrower*.

A wholesale dealer furnishes the information that the very poor apples for sale in many sections of the country are brought in and sold by the farmers at a very low price because the buyers and packers would not purchase them. It is further stated that these low-priced apples were purchased by the trade and placed beside the high-grade oranges and other similar fruit in order to, in the first instance, attract the apple buyer and then when he saw the defective character of the fruit to switch him from the purchase of apples to the oranges, grapefruit or other fruit displayed. The editorial referred to continues:

"The worthless apples which are in these stores absolutely prevent the sale of good fruit. The grocers would not buy good apples as long as they had the low-grade fruit, and the latter lasted a long time, for consumers did not buy it—if they did their appetite for apples was destroyed. Consumption was shut off entirely. In these same stores were great quantities of oranges, all carefully graded to sizes and free from defects. At the same time in the daily papers appeared advertisements of the Orange Growers' Association urging the consumption of their fruit. Every condition tended to discourage the consumption of apples and the increased consumption of oranges."

Contrary to the general understanding, the apple crop of the country in the last decade has decreased rather than increased in volume, and I am not sure but that the demand for consumption has decreased nearly at the same rate. There is no necessity for such conditions and the fault is very largely with the grower. No fruit should ever be placed upon the market, either apple, pear or prune, that is not the equal in grade of oranges and other citrus fruits. If such methods could once be established in the apple industry we could increase our production three-fold without in any way interfering with the demand therefor at remunerative prices.

One of the questions that will be considered will involve the advertising

Yakima Grown is the Best Guarantee

Tragedy Prune. Winter Nellis, Anjou and Bartlett Pears.
All leading varieties of fruit trees, small fruits and ornamentals.
Write for prices and catalog.

Yakima and Columbia River Nursery Co.
Salesmen Wanted. North Yakima, Washington

of our fruits. For years the different districts of the Northwest have advertised a superior quality of their own fruits over that of all others. The time has now arrived when it is no longer of particular value to advertise the special qualities of Boise or Payette, Wenatchee or Yakima, or Hood River or Rogue River fruits. The production of these fruits has become so great that it has become necessary to advertise the apple wherever grown as superior to the citrus fruits. A campaign of advertising has been inaugurated by the International Apple Shippers' Association that is worthy of consideration. I am aware that the workings and operation of this association are pointed to as inimical to the interests of the fruit-growers, but their organization is for their own protection and their own information, and they certainly cannot do anything to add materially to the demand for apples in trade that will not operate to the benefit of the grower. The use of the apple should be advertised everywhere.

The true season of the different varieties should be properly and correctly stated, so that the housewife when calling for a good box of cooking apples in October will not be in danger of receiving a box of Delaware Reds or other similar fruit. There is nothing which can do so much toward making the use of the apple unpopular, and consequently limiting consumption, as the repeated and continuous sales of the poor grades of apples for use out of season. Every housewife should be placed in possession of information enabling her to determine for herself the proper varieties to order during the different seasons of the year. This can only be accomplished by a broad system of advertising, to which every apple-growing district in the country should contribute its full share.

The utilization of the poorer grades will be considered, but only because such utilization aids in the marketing of the proper grades for general marketing purposes.

Financing the grower and co-operative organization will both be discussed by eminent authorities, but in referring to financing the grower, there is one thing I want to suggest and emphasize. No grower should place himself in the hands of the commission house or the ordinary advance buyer. The greatest damage which has been done to the fruitgrowers of the Northwest has been through those growers who have contracted their crops early in the season at prices involving an advance of forty cents to perhaps one dollar a box some seasons, but with the expectation of getting a large excess as the result of a higher market at the time of sale. When a sale is made under these conditions that sale, plus the ordinary commission, usually establishes the market for that particular class of fruit. The moment that kind of a contract is entered into between grower and buyer that moment it becomes to the interest of the buyer to sell that fruit at the first opportunity

LILLY'S

FARM and FLOWER SEEDS

By strict field supervision, by careful selection of strain and variety, by testing in our perfectly equipped seed testing laboratory we are prepared to offer you a grade of seed that stands the severest test for purity and germination.

Inferior seed is costly, even if it is to be had as a gift. We do not offer bargains or special price inducements—neither do you want them. Buy the best seed—you have only one chance at the same crop.

OUR CATALOG WILL HELP YOUR SELECTION

Our 1913 Seed Annual (published for 22 years) is complete with descriptions and prices of Vegetable, Flower, Grass and Field Seeds, besides a list of all other goods sold by us, such as Spray Materials, Cultivators and Drills, Nursery Supplies, Bee Supplies, Stock Foods, Poultry Foods. This Catalog Mailed Free.

THE CHAS. H. LILLY CO., Seattle and Portland
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Spray Right

You cannot raise fruit or vegetables successfully or profitably unless you kill the worms and other insects by spraying. You must not only spray—but you must do a thorough job. This you can only do by using a good power sprayer and get all the bugs and eggs.

SPRAYING WILL DOUBLE YOUR CROP AND MAKE IT ALL FIRST CLASS

The BEST SPRAYER to buy is the

CUSHMAN POWER SPRAYER

Made in all sizes—one horse or two—equipped with powerful mist-making pumps, latest design, easily operated gasoline engine. They're all steel and built to last a lifetime. Won the Gold Medals before National Exposition judges and proved Best by Test in hundreds of orchards. Cost less than inferior makes. Prices reasonable. Send name and address for Beautiful Illustrated Catalog Free.

CUSHMAN MFG. CO.
302 Michel Street,
ST. JOSEPH, MO.

Or address our nearest branch, 114 Pacific Ave., Spokane, Wash., or Grand Junction, Col.

If You Grow Fruit or Make a Garden--

You should know all about spraying and fertilizing, about varieties and "inter-cropping." In the garden you should plant the right thing at the right time in the right way. All these and many more phases of fruit-growing, farming and gardening are treated in a thorough manner in

The Fruit Grower and Farmer—“The National Farm Magazine.”

Each month's issue contains lots of dependable information for the man who works the soil. Printed on good book paper and freely illustrated with pictures from photographs. We think we publish the handsomest and most useful farm paper in this country.

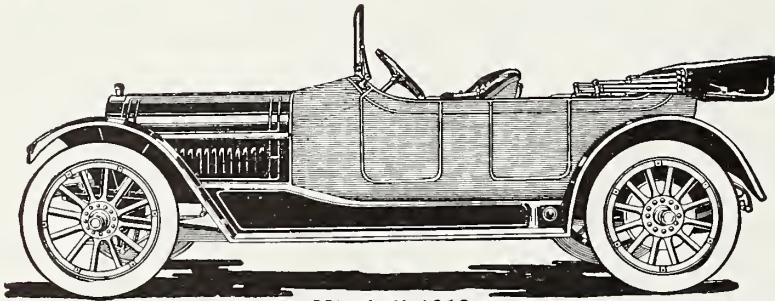
“Fruit Grower and Farmer” 3 Months and Dollar Guide Book 25c

To acquaint you with our magazine we will send it 3 months for 25c. As a special premium we will send a paper-bound copy of the Fruit Grower's Guide Book (cloth-bound copies, \$1.00). A complete guide to fruit growing. Don't fail to secure this valuable book and our paper for 3 months by sending your Quarter NOW. Sample copy free. Send names of friends.

THE FRUIT GROWER & FARMER, Box B, St. Joseph, Missouri



YOU know what the Mitchell name stands for in vehicle building; seventy-eight years of the highest standards in materials and workmanship.



Mitchell 1913

The 1913 Mitchell Automobile

is built according to those same standards. We offer it to you as the best car you can possibly buy at anywhere near its price. You live where ever-ready automobile service means everything to you. The Mitchell has been designed and built with the one idea of giving better service than any other moderate priced car.

Ask the nearest dealer to show you the 1913 Mitchell. Go into its points; the scientific manner in which weight and wearing parts have been distributed. The more you know of its design and construction, the more you will understand its superiority. Pay special attention to the long-stroke T-head motor, there has never been a motor better proportioned for power and efficiency. Be sure and note carefully the left drive and center control, the electric starter and electric lighting system. These new Mitchell features will be of the greatest possible convenience to you. You won't find such a combination of improvements in any other car you may be considering.

All Mitchell 1913 cars have left drive and center control; Bosch ignition; Rayfield carburetor; Firestone demountable rims; rain-vision wind-shield; Jones speedometer; silk mohair top with dust cover; Turkish upholstered cushions; Timken front axle bearings; gauges on the dash to show air pressure and oil pressure; gauge in gasoline tank showing amount of gasoline it contains; and a portable electric lamp which also illuminates the instruments on the dash.

All with T-head motor, electric self-starter, electric lighting system, and 36-inch wheels

	MOTOR	WHEEL BASE	PRICE F. O. B. PORTLAND, SEATTLE, SPOKANE, BOISE
7-passenger Six	60 H. P., 4 $\frac{1}{4}$ x 7 in.	144-in.....	\$2,650.00
2 or 5-passenger Six	50 H. P., 4 x 6 in.	132-in.....	2,000.00
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MITCHELL-LEWIS MOTOR CO. RACINE, WISCONSIN

Distributors for Oregon, Washington and Idaho:

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PORTLAND, OREGON

SPOKANE

SEATTLE

BOISE

he can get which will insure the return of his money and the commission or profit he seeks for doing the business. Apples thus contracted are immediately offered to the trade for a small advance and prices are thereby established for the entire industry.

This method of marketing by individual growers in the Northwest has cost the industry millions of dollars. Some method of organization must be devised to arrest this practice of handling our fruit or the industry must continue to suffer. Intelligent co-operation would undoubtedly prove most beneficial to the industry and would establish it upon a firm and substantial basis, but who, knowing the growers of the Northwest, can hope to secure such intelligent co-operation in the near future? There are some localities like Watsonville, California, with the apples and Puyallup, Washington, with the small fruits where co-operation has been reduced to a science and intelligent management has placed the growers on a substantial basis, while they have no need for an advance at the commencement of the season in order to handle, mature and harvest their crops.

I do not wish to be understood as taking a pessimistic view as to the future of the fruit-growing industry in the Northwestern States. On the other hand, my feeling is one of the highest optimism. I believe that the great majority of the growers are ready to profit by the mistakes of the past. I believe that they have sufficient intelligence to profit by those mistakes and that they can and will work out these problems successfully, as the same were worked out by the orange growers of California when they were handling their oranges—not more than twenty-five per cent of the volume being handled today, under much the same conditions as are now applied to the marketing and distribution of Northwest apples.

I would not feel justified in concluding this review and these suggestions without acknowledging the magnificent work that has been done during the past year by the state horticultural department. I am aware that criticisms have come, the basis for which was too much efficiency in observing the provisions of the law, but I believe that all fruitgrowers who are engaged in the business as a commercial undertaking are still in sympathy with the law and with its rigid enforcement. I have been told the horticultural department of a sister state prevents the sale or handling of infected fruit for commercial purposes within its own borders but permits its growers and packers to ship the same to other states where there is no law against the exposure of such fruit to sale. I wish to give emphasis to the fact that in my opinion this is absolutely wrong and is a detriment to every grower of fruit who places on the market a good quality of fruit. Junk shipped out of the state under these conditions is immediately placed in competition with our best fruit and

Most Any
Ticket Agent
Can Sell You Through Ticket

One Way or Round Trip

Via

SPOKANE
AND



Four Daily
Transcontinental
Trains

From Pacific Northwest

INCLUDING THE

North Coast Limited
AND
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Both Through to Chicago

Through Minneapolis and St. Paul

MISSISSIPPI VALLEY LIMITED

Through to Kansas City and St. Louis

All Electric Lighted.
Our Famous Dining Car
Service on each train.

Ask Agent for this Routing
or write

A. D. CHARLTON,
Asst. Gen. Pass. Agent.
PORTLAND, OREGON

not only prevents the sale of good fruit but also has a tendency to limit consumption on account of the disgust that it is bound to produce in the purchasing consumer.

I believe this association should take no backward step in declaring its demand for a rigid enforcement of all inspection laws, and if there are any weak places that the legislature should be memorialized to strengthen the same.

Judge Wood introduced the following resolution at the meeting, which passed it unanimously:

WHEREAS, the apple industry of the Northwest has already reached such proportions as to necessitate the greatest care and utmost wisdom in the distribution of the crop; and

WHEREAS, it appears from official reports and otherwise, that the bearing acreage is greatly increased each year; and

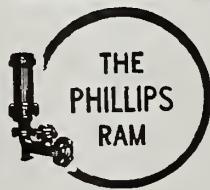
WHEREAS, some of the growers have become discouraged on account of the low prices obtaining in some sections during the harvest season of 1912; and

WHEREAS, it appears necessary and desirable to declare the position of this association toward the apple industry:

Therefore, be it resolved, by the fruit growers of Idaho, in annual association assembled, that we have unwavering confidence in the future success of the apple industry of the Northwestern states, but that its future depends upon a wise system of co-operation and broad distribution; that the time has passed for ruinous competition between the various districts of the same state or the districts of the several states; that it has been demonstrated beyond question that each of the Northwestern states raises a standard of apples which can be marketed throughout the consuming world as specialties, when properly grown and honestly graded and packed, and we therefore declare that it is the duty of all apple growers to produce only fruit of the highest grade possible and the largest size practicable for the particular varieties grown, and that when such fruit is grown it should be graded and packed under standard rules for grading, which shall be applicable to all of the Northwestern states; that we favor the thorough organization of the various districts of our own state, with a central organization for general co-operation, said central organization to co-operate with similar organizations from other states for the purpose of raising the efficiency of distribution and marketing methods. We further declare it the belief of this association that the necessities of the future require extensive storage facilities at the point of production, and that such storage facilities must be provided sufficient to extend the time of shipment according to varieties produced over a period approximating eight or nine months of the year. We believe that it is of vital interest to the fruit growers of the Northwest that the early varieties, requiring early consumption, should be distributed and marketed in their season, and that transportation facilities required for the earlier fruits should not be overtaxed, and burdened at the same time, with the transportation of the later and hardier varieties; that these conditions can only be controlled by thorough organization and co-operation, and to this end we recommend and direct that the committee on transportation and distribution of this association confer with the railroad authorities within our jurisdiction in relation to storage in transit and local storage at points of shipment; and

Be it further resolved, that we declare it our belief that with wise business methods and the growing and packing of only high grade fruit, the apple industry of the Northwest can be placed upon as firm and substantial a foundation as the citrus industry of other states.

Be it further resolved, that copies of this preamble and resolutions be forwarded to the similar associations of the States of Oregon, Washington, Montana, Utah and Colorado.



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the spring to your house, from
the stream to your land

Write today.

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Printing

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For large fruit growers. 100 and 200 gallon tanks—short turn gear, light weight, powerful pressure (12 nozzles at 200 lbs.), automatic pressure regulator, cyclone agitator, and a 2½ H.P. four-cycle engine that never fails. It is vertical, frost-proof, water-cooled, simple in construction, an engine any boy can operate. Engine can be relieved of load when nozzles are shut off. You can easily remove engine from sprayer and use for other work. Duplex pump with outside packing. Ski-Hi variable nozzle for high trees. Many other exclusive, practical features, fully described in catalog.

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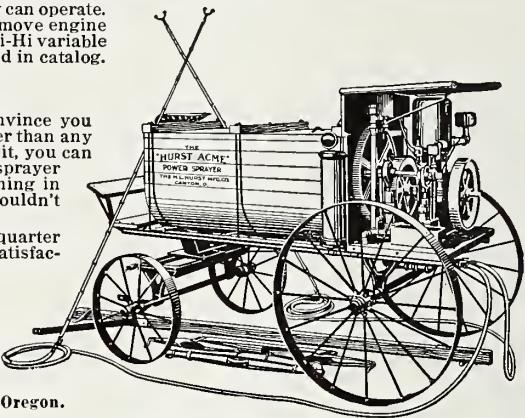
and let you use it ten days absolutely free of charge. If the free trial does not convince you that Hurst Sprayers are better made, easier operated, more durable and cheaper than any other sprayer on the market, send it back at our expense. If you decide to keep it, you can pay cash, or we will wait a whole season for our money and let you pay for the sprayer out of the increased profits. Surely, this is a one-sided proposition, with everything in your favor—if we weren't mighty certain about the quality of Hurst Sprayers, we couldn't afford to make this offer.

Our long experience in the manufacturing of spraying machines, covering over a quarter of a century, together with our binding 5-year guarantee, insures you complete satisfaction when you buy a Hurst Sprayer.

Money-Saving Offer—Free Catalog

Write us to-day, and we will send you, Free, our big catalog and condensed spraying guide and we will tell you all about our Free Sprayer Offer and our Free Trial proposition. Don't delay, but write at once and save money.

H. L. HURST MFG. CO., 8223 North St., Canton, Ohio; 152 Union Ave., Portland, Oregon.



What the Railroads Are Doing For the Fruit Industry

A. E. Chamberlain, before Fruit Growers' Conference, National Apple Show, Spokane, 1912

I FEEL a little out of place before an apple growers' association because I know but mighty little about the apple business, and I am one of those fellows who believe a man who knows one business is a pretty smart man, and the closer he confines himself to his own business the greater the evidence of his smartness. I have listened with a good deal of interest to your addresses and papers today, and I do not know that there is very much that I could say that would aid you, but I have one or two thoughts that I might give you. I noticed this forenoon almost a controversy here between a railway man and a man who seems to be against the railroads. It was quite amusing and quite interesting. I noticed the disposition to the division of sentiment in the audience. I am not here to promote anything of that kind, but simply to tell you one or two things that I had wanted to say. One of them is this, that it is a mighty poor business for one citizen to lean upon another. The way to teach a child to walk so that he will become a man is to get him to walking alone. And I think that the sooner you apple growers stand up and say, "This is our business and we will go into it and we will take care of it," and do not listen to other propositions that someone should give you something, I think the sooner you will dignify your business and the sooner you will make it a permanent success. But just as long as you lean upon somebody else you are not progressing and you will not progress just as long as you grow apples. This is not in any way a criticism, but let us look at it from this

proposition. The proposition this morning was that the railways should build the storage houses for all the apple growers in this Northwest country. Can you tell me why we do not ask you to build our box cars to haul your apples to market? This is your business. Now, think of this proposition. We have the interstate commerce law, one of the best laws ever put on our statute books, and if the Great Northern Railroad Company or any other company would build a storage house at

one station on its line for the apple growers there every apple grower along the line could make the railway company build a warehouse at their station and give them storage, too. That is the interstate commerce law. And we all like it; you all helped make it. If we could build storage houses in some of the big centers like I might mention on our line, in Wenatchee and Cashmere, that would not amount to so very much, but then every man who had a wagonload of apples which he

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has every practical feature making for
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But don't take our word for it—Examine other machines called "just as good" and sold at about the same price.

Write for our catalogue. Take the specifications there shown. Study them carefully—

Then—apply them to the "just as good" machines.

It does not matter what your spraying needs may be, there's a Spramotor specifically built for your purpose—a machine that will do more and better work than any other spraying outfit in its class—a machine that will give you endless satisfaction because it is built to endure.

Prices range from \$6.00 to \$350.00.

State requirements and we will forward interesting facts without placing you under obligation to buy.



R. H. HEARD, 1512 Erie St., Buffalo, N.Y.

wanted to store could apply the law and compel the railroad company to build a storage house for him. Is there any sense to that proposition? Is there any reason in it? It is the law, ladies and gentlemen; it is absolutely the law of this country, and the railway companies are trying, I think, to obey the law. We have a mighty good interstate commerce commission looking after them to see that they do obey the law.

Now, one other very unkind insinuation that was thrown out is this, that we were advertising this country to get immigrants but not doing one thing to advertise the products of this country. The Great Northern, the Northern Pacific and the Milwaukee Railroads took to New York and Chicago and Minneapolis last year from one hundred to five hundred boxes each of the best apples you grew in the Northwest, and they showed them to the merchants, they showed them to the apple eaters and consumers; they showed them to everybody who came into those shows, and they came in by the hundreds of thousands. Now, do you mean to tell me that that did not also advertise your products and help to create a market for them among the people in those places for apples, as well as to induce somebody to come here to grow apples? Let us be fair about this and I think I can verify it in the store where it happens. I went into Siegel Cooper's wholesale store during the Chicago Land Show, near the closing day, and was looking through the immense exhibition and I came across a box of apples sitting beside a barrel of New York Baldwins; there was a price tag on the New York Baldwins, three barrels and a half of them for \$3.45, and there was a price tag on the fifty pounds of Wenatchee apples, less than a barrel, for \$4. I said to the clerk behind the counter, "I do not suppose you sell any of these?" "Well," he said, "we never got any of these until a fellow came into the land show who sold us some and," he said, "we sell four boxes of these Wenatchee apples to one bushel of the best New York apples that we ever put on the shelf." How did that happen? Not because your gentlemen or your associates took them down there and put them on exhibition, but because the State of Washington did it, but because the railroad companies did it. They showed those people what a good apple was and they induced the buyers of Chicago to come and pay \$4 a box for your apples rather than pay \$3.45 for three bushels and a half of the best New York apples they could buy, before Washington, Idaho and Montana went into the apple business.

Now, let us be fair about these things; let us look at them in something of a reasonable manner. I sat in a hotel in Chicago one day last week and two Eastern gentlemen were sitting near me, and one of them was reading the morning paper. He said, "By George, Bill, look at this; Jim Hill gives a thousand dollars for the best one hundred boxes of apples shown at Spokane." "Gee!" he said, "Those must be good



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Prices: 1-lb. cans 30c; 3-lb. cans 85c; 10-lb. cans \$2.65; 20-lb. cans \$4.80. Write us today for valuable free booklet and name of nearest dealer.

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Royal Ann, Bing and Lambert cherry trees; Spitzenberg and Newtown apple trees; Bartlett, Anjou and Comice pears, and other varieties of fruit trees.

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To Destroy Aphids, Thrips, Etc.

WITHOUT INJURY TO FOLIAGE
SPRAY WITH

“Black Leaf 40”

SULPHATE OF NICOTINE

“Black Leaf 40” is highly recommended by experiment stations and spraying experts throughout the entire United States.

Owing to the large dilution, neither foliage nor fruit is stained.

Also, “Black Leaf 40” is perfectly soluble in water—no clogging of nozzles.

PRICES:

10½-POUND CAN.....\$12.50

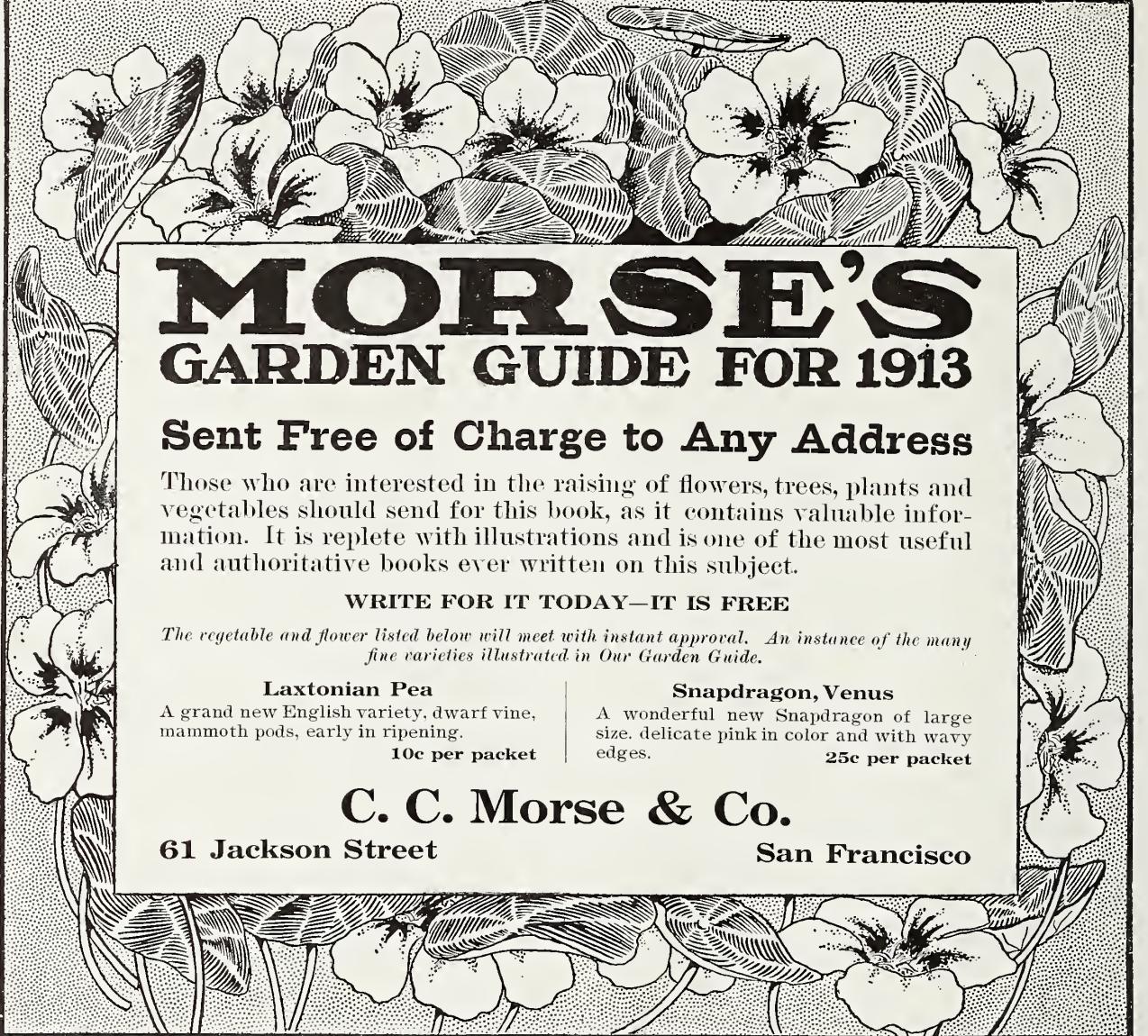
Makes 1,600 to 2,100 gallons for Pear Thrips, with addition of 3 per cent distillate oil emulsion. Or, about 1,100 gallons for Green Aphis, Pear Psylla, Hop Louse, etc., or about \$50 gallons for Black Aphis and Woolly Aphis—with addition of 3 or 4 pounds of any good laundry soap to each 100 gallons of water.

2½-POUND CAN.....\$3.25

½-POUND CAN.....\$.85

If you cannot obtain “Black Leaf 40” from a local dealer, send us P. O. money order, and we will ship you by express at the above prices, prepaying the expressage to your nearest railroad town in the United States.

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Sent Free of Charge to Any Address

Those who are interested in the raising of flowers, trees, plants and vegetables should send for this book, as it contains valuable information. It is replete with illustrations and is one of the most useful and authoritative books ever written on this subject.

WRITE FOR IT TODAY—IT IS FREE

The vegetable and flower listed below will meet with instant approval. An instance of the many fine varieties illustrated in Our Garden Guide.

Laxtonian Pea

A grand new English variety, dwarf vine, mammoth pods, early in ripening.

10c per packet

Snapdragon, Venus

A wonderful new Snapdragon of large size, delicate pink in color and with wavy edges.

25c per packet

C. C. Morse & Co.

61 Jackson Street

San Francisco

apples." Is that good advertising for you? All right, that is good advertising for you. Let me say something to you; there is not a big railroad system operating in any of these states, at least no Northern system—maybe the others have done just as much; I do not mean to infer they have not, because I do not know—there is not a railroad system operating in these Northern States that does not, each one individually, spend more money every year advertising the products of your state than all of the people in the state itself spend, not one, and I want you to tell me, if you will, how a railway company can advertise the products of a state so that it will induce immigration and not create an appetite for the product—and not create an increase of consumption of that product.

I remember not many years ago, when the citrus growers of California were advertising in the magazines of this country, and one week there was a picture of large eating oranges, and the next week something else, and the next week something else. Now, what better is that than the pamphlet advertising of the railroad, showing the picture of something and bringing the

attention of the people to it in the same way, except possibly that the advertising in the magazine goes a little further?

Now, I have one suggestion to make to you people. We will suppose that the apple crop of the year is 15,000 cars, which probably is a little conservative, but on that basis, if you chip into a fund one cent for each box and call that an advertising fund, do you know how much money you would have—just one cent a box? You would have \$90,000 of an advertising fund. And then if you would pass around among the other interests I think they would always come across when there is anything of that kind to be done. But if you just took your \$90,000 and spent it in advertising afterward, as medicine, if you like, in whatever form you please, in the best advertising mediums there are for that purpose in this country, at one cent a box, do you know what it would mean? It would mean an immense increased sale of your apple crop. Advertise it just like they did oranges; advertise it just like they do grapenuts; apple sauce is just as good for breakfast as grapenuts and, I think, a mighty sight more healthful; adver-

tise as they do syrup of figs; invest one cent per box in advertising and create an appetite all over this country for your product. And then when you do that, organize along the lines that have been suggested to you, keep up your co-operative organizations all the time, and when you do that you will feel the effect, but when you keep them up remember this, the object of a co-operative organization is to maintain the price, not to handle all the crop. In other words, if you have your co-operative organization that maintains the

WANTED

Position as superintendent or manager of bearing orchard or development work. Have had 15 years' practical experience in the Wenatchee Valley. Best of references. Can make good anywhere. Address F. A. DREBIS, Wenatchee, Wash.

Man, Married Preferred

Wanted to work young apple orchard in British Columbia. Must thoroughly understand care of trees and land. Give experience and references. Good wages to competent man. F. S. BAKER, Box 1356, Butte, Montana.

price of the product where it should be it does not make any difference whether they handle one box of apples or not. Now, forget the notion that when you organize a co-operative society or perfect a co-operative organization for the handling of your fruit crop—just forget forever that it is the duty of that organization to pay you more and to handle all of your product that year. It is not any such thing, and whenever you run your co-operative organizations on that theory they will go broke, because the other fellows will come in here, they will offer more than the product is worth, because they know your organization will pay still more to get it, and they will break you every time. I have seen hundreds of farmer elevators in the Dakotas go broke just on that proposition. You must pay just what the market justifies. When the other fellow pays more let him do it, and you have done your work whether you ever get a box of apples or anything else or not.

Advertise your product first, maintain the standard of your pack—and I want to whisper something to you here. I do not want the reporter to take this—there are some places out West where they have been growing some little apples this year; you have got a lot of little apples in the West this year; you have let your trees bear too heavily, they are not quite up to size; you will feel the result later; use your co-operative organization to maintain the standard of your pack always. Send your best stuff to market, and if the market is dragging do not send your cheap stuff. Did you ever stop to think that a box of apples that is worth fifty or seventy-five cents, possibly of an inferior quality, when it is put on the market, shoves out of the market another box that is worth \$1.25? You cannot afford to do that. And when you are shipping your cheaper apples, that is, your apples that will sell somewhere down near the expense of what the shipping and selling costs, when you are shipping your inferior apples, this year, you are crowding your good apples out of the market and you are selling a fifty-cent apple where you ought to be selling a one-dollar or a dollar-and-a-quarter article, because that is the way it works.

Now, I think these are all the thoughts that I want to leave with you today. I assure you, so far as I have authority to speak, that the Great Northern Railway Company is, and I think all the rest of them are, with you heart and soul in everything it is their business to do, everything they can do for you, but there are some things a railroad company cannot do and do them legally under the law. There are some things you have no right to ask them to do, but they are still willing to do their share. I am not authorized to say this now, but I know it from conversations with railway men and talking with them, I know it just as well as I stand here, that any railway company that operates in Washington would rather build a cold



Reports from all over the fruit growing localities of the Northwest tell of the great satisfaction received this season from the use of the GRASSELLI ARSENATE OF LEAD.

We believe we have contributed in no small way to the producing of better fruit throughout the apple-growing sections of the United States in supplying at all times a safe, dependable and high-grade Arsenate of Lead, and this high standard will be at all times maintained. The experience gained in 75 years in manufacturing chemicals exclusively is behind the Grasselli brand, and is your protection.

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HOOD RIVER-DUFUR, OREGON

Wholesale and Retail—Sixteen years in the business

We offer for fall and spring 1912-13: Apple, pear, cherry, peach, apricots, plums and prunes of the leading varieties adapted to this locality. These are all grown on No. 1 whole roots from buds and scions selected from the best bearing trees in Hood River, hence we are in a position to not only guarantee our trees true-to-name but of the best bearing strains. Commercial orchard plantings our specialty.

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Good commercial orchards are money makers, good Trees are necessary to make good orchards. I grow good Trees. Write me your problems or needs, I can help you. Big Free Booklet describing "TREES, SHRUBS, VINES & PLANTS" will help you greatly. Get it at once. Please mention this paper.

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EXCELSIOR, KLONDYKE, AROMA AND CANDY

Can ship at once. Also have Grapevines, Dewberry, Blackberry and Raspberry Plants. Prices are such that it will pay you to investigate AT ONCE.

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HELPFUL HINTS on Pruning

SENT ON REQUEST
To every orchardist or growers' association. A practical booklet on up-to-date methods in pruning all kinds of orchard trees, by L. H. Day, Horticultural Expert.

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"STAR" ORCHARD LADDER

The best orchard ladder at any price
3635 Peralta St. Oakland, California

Hood River Grown Nursery Stock for Season 1911-1912

Standard Varieties
Prices Right and Stock First Class

C. D. THOMPSON, Hood River, Oregon

THE REIERSON SPRAYER Saves Time, Trouble and TREES

Won blue ribbon, highest award, over all competitors at Salem Fair in 1911-1912. Has a 2 1/2 H. P. 4-cycle Waterloo Gas Engine, Special latest triplex spray pump. Will maintain 250 pounds pressure. There is more you ought to know.

REIERSON MACHINERY CO.
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prevent damage to eggs, garden truck, fruits, live stock on road to market. Make any wagon a spring wagon. Soon save cost—produce brings bigger prices—wagon lasts longer—cheaper—benefited—thousands in use—"my wagon rides like a auto," say one. Get a pair of dealers.

If not at your dealer, us. Write on Harvey's.

40 sizes—fit any wagon—sustain any load to 10,000 lbs. Catalog and fistful of proofs free.

HARVEY SPRING CO., 784 17th St., Racine, Wis.

GUARANTEED

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

storage house and give it outright to you fellows than to ever operate it for a day. They absolutely cannot operate it, and I am going to give you one reason why. If the railway company operated a warehouse and the fellows who are not here today—now, you fellows would be all right—but if the fellows who did not come to this meeting were allowed to bring apples into that warehouse the railway company would have to keep a man there to open every box and see what was in the middle of the box. It is literally true. We tried that on potatoes and it is a positive fact that we had to keep a man at the door of the refrigerator car when they were putting potatoes in there in freezing weather or there would be frozen potatoes get in that car. It is as true as I stand here. Unless we do that we will have the car of potatoes to pay for or a great big damage claim on our hands when the potatoes get to the other end of the line. This is absolutely true, gentlemen. A firm that was referred to indirectly by Senator Paulhamus this morning shipped potatoes into a town in North Dakota and collected pay for the whole shipment because they were frozen when they reached there, shipped them in on one railroad and immediately went to shipping them out on another railroad, after they had gotten paid for them by one railroad they went to shipping them out on another railroad and collected pay from the other railroad for the same potatoes over again.

Now, the trouble with railroads is not that they are not as honest as the farmers are, because when you get down to the bottom of it we are all just a bunch of folks—just folks. Sometimes we are disposed to divide ourselves into classes; we think of one bunch as capitalists, we think of another bunch as anarchists and another bunch as workers, and we kind of divide ourselves up, especially along about election time. I will tell you the fellows who are going to do the business in this country are just the plain folks—just folks, that is all, and when you get down and analyze it a little further, it is folks who own the orchards, it is folks who buy the apples, it is folks who run the railroads; we are all just folks, all of us out here; we might just as well get down and understand that none of us has a monopoly. Let us realize that we are all human, and I am sure that the railway companies will do as much as any of you and just a little bit more, and that any of them will do that to help the development and growth of this country and the success of your business.

The directors of the White Salmon Valley Fruit Growers' Union are open for applications for manager. Kindly give experience and all particulars in first letter. Correspondence strictly confidential. Address M. F. Grimes, Secretary White Salmon Valley Fruit Growers' Union, White Salmon, Washington.

[Advertisement]

Deming-Sprayed trees are clean. Clean trees pay

The trees that make money for you are those that bear *good* fruit and lots of it. They're *clean* trees. All fancy fruit is *sprayed* fruit. Don't neglect the young orchard, for *little* trees that are sprayed grow faster and bear earlier. *Bearing* trees, sprayed right, produce more bushels, and every bushel is worth more money, because it is clean fruit.

There is a Deming Sprayer for every Fruit Grower

We know the requirements of fruit growers. There's no experimenting when you buy a Deming Pump.

Deming Pumps have brass or bronze in the valves and cylinders. They can't corrode or rust out. The action is easy, regular, powerful.

ASK FOR OUR SPRAYER CALENDAR
AND CATALOG

Our catalog will help you select the pump you need. It describes and illustrates more than 20 kinds and gives a spraying calendar and recipes worth having. A postal will bring it.



Your dealer can supply Deming Spraying equipment, or we will see that you get it.

The Deming Company
100 Depot Street, Salem, Ohio
Manufacturers of all kinds
of Hand and Power
Pumps.

ORENCO TREES

ONE YEAR TOPS ON THREE YEAR ROOTS

Here Is the Proposition

We will probably have a surplus this year, in some commercial varieties of apples. Rather than carry these trees over another year, by which time they would be too large for general planting, we are offering them on SPECIAL TERMS, that we know will interest you. ORENCO TREES are too well known to require discussion here. If you have the land, we have the trees.

Write for particulars, and state how many acres you would like to plant.

OREGON NURSERY COMPANY ORENCO OREGON

THE
1200-ACRE
NURSERY

WHEN WRITING ADVERTISERS MENTION BETTER FRUIT

Marketing As Discussed, Etc.

Continued from page 18

game is one distinctly aside and apart from that of growing. It seems to me that to co-operate to the fullest legitimate extent that we ought to co-operate, that we ought to have a practical working alliance between the man who knows how to grow fruit and the man who knows how to sell fruit. Selling fruit is a science and men have to grow up in it in order to be successful.

"What does marketing consist of? We use that term every day. It seems to me that it consists in the transfer of ownership of, in this instance, fruit from the purchaser to the consumer, or to the retailer or to the handler of that fruit, with all the accompanying details. I should have said the transfer by the proper person or agent. Who would be the logical or proper person or agency? Before I answer that question I would like to have the answer of this assemblage to another question. Whose fruit do you propose to market? Are you going to market the fruit of Wenatchee, are you talking about marketing the fruit of Spokane, or are you talking about marketing the fruit of Yakima, or do you market it as an individual or as a unit against all the rest of the Northwest? My answer would be that the person who would do that marketing, his name would be legion and the attending result would be chaos and disaster. If, on the other hand, you are interested in the marketing of the entire output of the Northwest, then I would say that a properly organized selling agency that would control sixty to seventy per cent of the entire tonnage of the Northwest, organized and equipped for selling, independent of all growers' organizations and fruit politics, also independent because it depends upon the tonnage of its affiliated organizations for its existence; secondly, having to sell the fruit of each district absolutely on its merits and to give satisfaction to all its affiliated organizations in order to continue its existence. This organization would naturally cover the entire marketing field, giving a nation-wide distribution to our fruit, keeping the fruit of one

SUTTON'S SEEDS

Grown from Selected Pedigree Stocks
Awarded 514 Gold and Other Medals

SUTTON'S SEEDS
For All Parts of the World

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A complete line of Apple, Pear, Prune, Cherry, Peach, Etc.
Also Gooseberry, Currant, Grapes, Loganberries, Mammoth Blackberries, Etc.

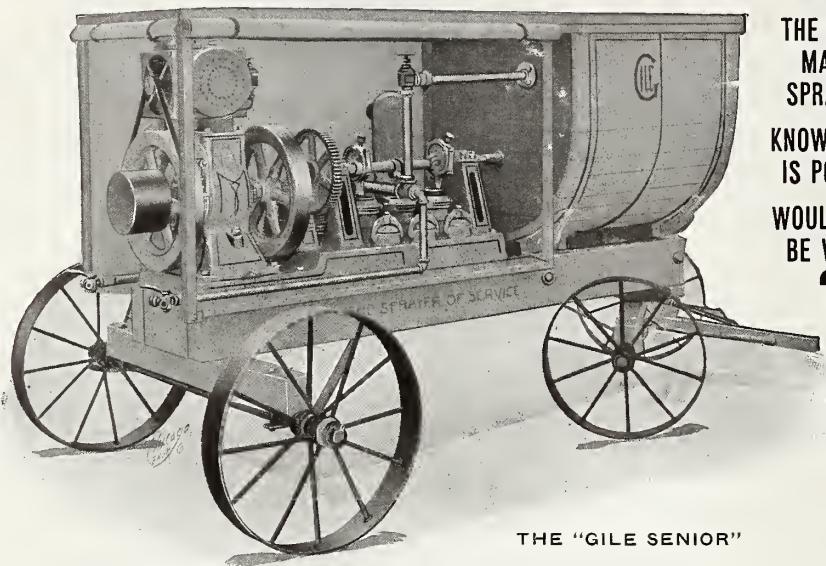
We are heavily stocked in the leading commercial varieties, which we are offering
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Offer only the best quality in grades, of healthy, clean, straight, vigorous trees; are unusually heavy in caliper, being grown on the whole-root system, on a well drained, rich, loamy soil, by natural moisture and thorough cultivation.

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THE "GILE SENIOR"

THE WISE
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KNOWLEDGE
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WOULD YOU
BE WISE
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The wise man carefully studies the question of sprayers and spraying and buys the best machine he can get—not the best for the price he pays—but the best machine on the market, and in the end this always proves the most economical and satisfactory purchase. It's mighty poor policy to invest in a machine which looks good until it begins to work—and then you discover that it is as cheaply constructed as the price. We have made a long and thorough study of spraying and sprayers, and as a result present to the fruit growing public a sprayer which more than fills all requirements, is as near absolute perfection as high grade material, superior design, and skilled labor can produce, and fully guaranteed in every way. We are ready and willing to place our sprayer in any orchard beside any other sprayer manufactured and leave the decision to the purchaser.

Our rigs are delivered complete, ready to SPRAY, except whippletrees and neckyoke. All engine and pump parts are interchangeable, which reduces repair expense to a minimum. Engines may be removed from sprayers by unloosening four bolts and sliding engine out of mesh with gears. This may be removed and replaced in a very few moments. This combines all the features of a high grade farm engine with the sprayer. We'll be glad to go into details with you—drop us a card today and start the New Year right with a resolve to increase your profits, then put your resolve into practice by ordering a GILE SPRAYER. We have sprayers in two sizes—GILE SENIOR and GILE JUNIOR, also Stationary Farm Engines, Pump Jack Engines and Electric Lighting Plants. Write for literature today—you can't afford to miss the opportunity of making 1913 your banner profit making year.

**Complete
Ready to Spray
Guaranteed**

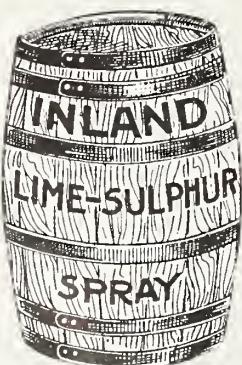
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OIL SPRAYS:

Kerosene and Distillate Emulsions.

MANUFACTURED BY

The C. G. Betts Company

Erie Street and N. P. Tracks, Spokane, Washington

district from coming in competition with the fruit of another district. As a matter of fact the value of the fruit—who determines that? In the final analysis, it is the man who buys the fruit and pays his money for it and consumes it who determines the quality and value of your fruit. If the fruit of your locality commands a premium the buyer will soon determine that fact. If you think it is worth more than the fruit of the other district, and you think there should be a premium on it and it does not bring the price, you will soon become convinced that there is no premium. My idea of the matter is that we should standardize our grades and packs. An extra fancy apple grown in one district, in the eyes of the buying public, is practically the same as the extra fancy apple from any other district. I might as well state that friction prevents economy and efficiency. In order to market our fruit successfully we have got to cut out all unnecessary intermediate handling expenses. The cry of the day is the high cost of living. The growers themselves are in a large measure responsible for the excessive cost of the marketing of their product. The indiscriminate marketing method in vogue and in use today cannot help but be expensive. We are confronted now with a congested market. I don't believe there is an overproduction of apples; I don't believe there is any logical reason why, if these apples are intelligently handled, that they could not be properly distributed and consumed. Our experience in marketing fruit this year has been that the buyers of fruit say, "There is no use of us putting our money out, tying our market up in this fruit, because we can buy it on the open market for less money than you are asking for it. We believe that we will be able to continue to do this through the shipping season, and at any rate we are not going to tie our money up in these apples and put them in cold storage under the present conditions." One of the reasons for this indifference on the part of the apple buyers, or their unwillingness to put their money in apples, and one of the reasons that the apple market is congested now in the large centers is because shippers are afraid to move apples out of private lines where they cannot be diverted. They fear that some other organization or individual will duplicate the order and they will find themselves confronted with a small market with an over supply. With the control of sixty or seventy per cent of the distribution we would be better able to avoid this; with the matter in the hands of one intelligent distributing organization this condition would be overcome. Heretofore the apples of the Northwest have been bought, not sold. The growers of the Northwest are a good deal in the same condition that the fellow was who accidentally fell in the river and got out with his pockets full of catfish. The buyer has been coming to the grower, taking his fruit away from him. With our present enormous crop of 1912, a lack of proper distribution makes it

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Pump water automatically day and night



RAISE WATER

above the high mark without expense for pumping or bother. Get a big supply from automatic Rife Rams.

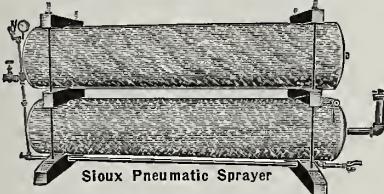
Cost little to install—nothing to operate. Raise water 30 feet for every foot of fall. Land lying above canal or stream supplied with water. Pump automatically day and night, winter and summer. Fully guaranteed.

If there is a stream, pond or spring within a mile write for plans, book and trial offer, FREE.

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The Cost of Spraying

depends on the machine used.



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No engine, pump, or other machinery on the wagon—nothing but two galvanized steel tanks, as shown in cut. Nothing to wear, break, balk or bother. Will last a lifetime. Air in upper tank will spray all solution from lower tank without recharging. Perfect agitation. No lost time. Will do your spraying in less time, at less cost, and will work where other power sprayers cannot be taken. No ground too rough or hilly for it. Can be used any place a team can go. Write today for Circular.

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WITH OUR

Lime-Sulphur Solution AND Neutral Lead Arsenate

They are absolutely

Pure
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OREGON ARSENICAL SPRAY CO.

CLACKAMAS, OREGON

necessary that this crop be sold, and it has got to be sold by market men.

"By way of comparison, the 1896 crop of apples consisted of three hundred and forty-five thousand three hundred and fifty carloads. The crop of oranges for that year was seven thousand three hundred and fifty carloads, consigned from California. Florida had her oranges frozen in 1910. In 1912 the apple crop is estimated at three hundred thousand carloads. The citrus fruit of California is estimated at fifty thousand carloads, of Florida ten thousand carloads. The peach crop of the United States was twenty-five thousand carloads, and the banana crop to be consumed this year will reach one hundred and twenty thousand carloads, making in all, apples, bananas and citrus fruit, four hundred and thirty-five thousand carloads of fruit to be consumed between now and the time that fruit grows again. Now, all comparisons fail unless you have all the factors of comparison in consideration. We are often referred back to the crop of 1896, three hundred and forty-five thousand carloads of apples. You know, I sometimes think that the adding machine was wrong on that crop of 1896. However that may be, you can see, relatively, that they had a very small crop of oranges, seven thousand carloads, as against fifty thousand carloads for this year. You will notice that these figures, in the comparison, do not contemplate pears, prunes, plums or any of the smaller fruits. Those things are a very important factor in making our comparisons for this year of 1912. Those small fruits very much augment the available supply of fruit, but I do not know of any statistics that will show what the amount of small fruit is.

"Another thing, the consumption or the purchase of the modern man has increased over fifty per cent. That means that the housewife has her pantry filled with canned fruits of all descriptions, which largely displace apple sauce. Formerly the sauce that was used on the table was largely made out of the green fruit. During the summer season large quantities of pears and berries and miscellaneous small fruit have been canned.

"There is another thing that you want to consider in your computations, viz., that you are under a fifty-cent handicap in your freight rate right at the start, and unless we grow an apple that is fifty cents a box better than the apples produced in the East you can readily understand that you do not stand any show in the market. Now, we in the Northwest, with the wonderful climatic conditions and soil conditions, have grown to a sense of security that is unwarranted. In the first place our young trees have produced the finest fruit that has ever been grown in the world. In our eagerness to reach the maximum earning capacity of our high-priced land we have been allowing our trees to overbear, and this year we have an exceedingly large number of small apples.

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Are standard—the best to be had for money-making purposes. We are Agents for Lewis Bee Ware. Send for Catalog. Most authoritative Bee Book issued, 34 pages of definite information. Illustrated.

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DYNAMITE**

Stops First Year Losses, Hastens Development, Improves the Fruit in Quantity, Quality and Color

THE illustrations are actual reproductions of photos of 2-year old Bing Cherry Trees planted same day out of same nursery shipment. Similar results have been obtained generally. The root diagrams show the reason. You cannot afford to plant trees in spade holes.

Red Cross Dynamite is safely and successfully used by prominent fruit growers for planting, cultivating and regenerating orchards.

Write today for name of nearest dealer, or expert blaster, and Farmers' Handbook No. 338

DU PONT POWDER CO., Wilmington, Delaware
Pioneer Powder Makers of America
Established 1802



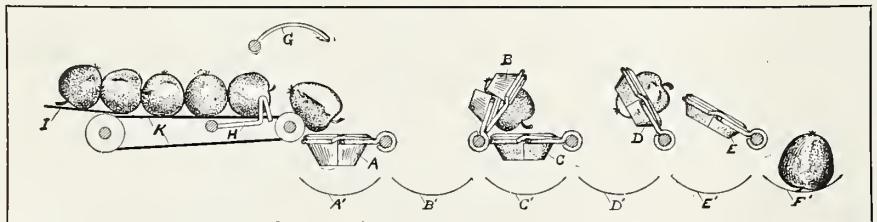
Planted in spade-dug hole
Photographed from life

"Some of the well posted men—some of the best posted men in the apple business in the East—tell us that we are shipping apples there that do not compare favorably with the Eastern products. This is suicidal when we come to consider that we are carrying a fifty-cent handicap freight from the start. Right in our own bright Wenatchee Valley this year over seventy-five per cent of the Jonathan apples are four and a half tier and smaller. Does that spell anything to you? It means that, in connection with this marketing problem, the fruitgrowers of the Northwest have got to wake up; we have got to practice the most scientific methods of culture, in thinning, pruning, spraying, picking and packing our products, if we want to compete in the markets of the world.

"I think that the secret in the whole marketing problem is in scientific distribution. There is only one way of accomplishing that, and that is through a perfected organization. There was a time when I believed in inter-community organization, that all should combine in one large head. I believe still in community organization, but I believe that those community organizations should be units, and that those units should sell through a perfectly organized and equipped selling agency or machine. As I said a while ago, they should be independent and interdependent.

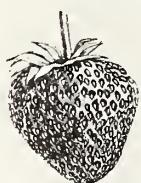
"Another thing that we need is to standardize our method, beginning in the orchard and ending with the final distribution of the fruit. Standardization of practice, standardization of grade and pack, so that the apples from one district will come out under the same high standard of those of the other districts. In my opinion, the superiority of one district in the Northwest over any other district in the Northwest depends on the percentage of high-class stuff that it can put out. The necessity is for economy along all lines. In order to effect that economy we have to use intelligence. It is going to be necessary for the growers to have some storage facility on their own ranches; those of them who have

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APPLES, PEARS, PRUNES
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and all other standard kinds and varieties of fruits, berries, ornamentals, etc., are now coming on in our nursery at such a rate as to insure good, strong, healthy stock. We have more and larger orders on our books to date than we have ever had before. Why? Because people demand the **best**. Try once the "Quaker Trees" and you will have no other. Our painstaking methods, careful spraying, constant cultivation cannot help but produce clean, healthy stock. All stock is under the direct supervision of the proprietor, who has had thirty-five years of experience in the nursery business. If you want healthy, well matured trees, free from disease, etc., drop us a line or call and see us.

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orchards large enough and who are able to do so should build natural storage houses on their own capital. Our Ben Davis or Winesap or Arkansas Black or Missouri Pippin can all be handled safely and effectively in natural storage, in a properly constructed apple house or cellar—not necessarily a cellar, but a properly constructed apple storage house, which does not have to have concrete walls or floors, because concrete has a tendency to dry out and take the moisture out of your apples, and will leave them shrunken and withered, but a perforated wall of some kind that will allow the action of mother earth, and flushing your cellar in the fall to get the proper amount of moisture, and your apples will come out in perfect condition. I have tried it and I know. We ought to be able to store twenty-five per cent of our apples right at home, and of course we will have to get Eastern storage for a portion of the crop. Money will have to be forthcoming to put up these storage warehouses, and it seems to me that it is up to the bankers and business men to assist the growers, take an immediate interest in this question and assist the growers in every possible way with the working out of this problem. Now as to the organization that shall sell this fruit, as I told you a while ago, I started out on a talking campaign two or three years ago in regard to this marketing problem. For the last year, or for the last eight months, I have been affiliated with some people who are doing something toward solving this problem. I refer now to the Northwestern Fruit Exchange in Portland, Oregon, whose component members are, with one or two exceptions, prominent fruitmen of the Northwest, vitally interested in the solutions of its problems, intelligent, capable men. There has been some criticism lodged against the Northwestern Fruit Exchange because among its stockholders are men who are in the apple business in the East. I want to ask you the question this morning, if you had a baby that you thought a great deal of and it was taken suddenly sick would you send for the horse doctor or would you send for the village blacksmith? No, you would send for a trained nurse and the best doctor that you could get. As I stated at the beginning, I made up my mind that there ought to be a practical working alliance between the men who grow the fruit and the men who know how to sell it. Our interests are identical. There are honest men in the fruit-selling game, just as honest and just as many of them in proportion to their numbers as there are among the farmers. These men understand market conditions; they want to be able to prosecute their business with safety. They cannot operate on a demoralized market with safety; there will be too much hazard and too much risk. If anyone buys apples under those conditions he is going to buy them with a margin wide enough to protect himself. Who is the loser? You, the man who grows the fruit. All the cost has to come out of the people in the final anal-

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You can keep them healthy and vigorous, help them overcome the scorching rays of the sun, enable them to hold their foliage during the proper season and insure a good crop of fruit this year if you apply

Otwell's Tree Paint

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For Summer Use

It removes the outside causes which sap the vitality of the tree, thus increasing the growing and producing powers. Kills borers, aphids, bark lice, etc.

One gallon covers 100 to 300 trees, according to size. Price \$1.50 per gallon size package, 80c per half-gallon size. Just mix contents of package with cold water and apply to the trunk of the tree.

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should like to make your acquaintance. Simply send us your address (a postal card will do) and you will receive **Burpee's Annual for 1913**,—a bright book of 180 pages, which has long been recognized as "The Leading American Seed Catalog." Kindly write to-day! Address

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Grown from Selected Seed

100 lb. sack \$2.50. 10 lbs. post paid within 3rd zone, 5 lbs. outside, for \$1

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Turn Stump Land Into Big-Crop Land



Stumpy farms are money-losing farms. You can't raise bumper crops with stumps on your farm. Cut-over lands made valuable by the Mighty Monarch Stump Puller—the puller that is guaranteed up to 500,000 pounds. Outwears and outpulls all others. 18 years' experience has PROVED it. Beats dangerous dynamite.

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The Mighty Monarch pulls stumps from 1 to 5 acres a day. Simple to operate—a terror to biggest stumps.

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is made of the highest grade material, in our own big steel plant. Guaranteed 5 years! The only manufacturers of complete stump pullers. Thousands of satisfied users all over the world.

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Write right now for our handsome catalog. Packed from cover to cover with good pointers. This wonderful book is worth big money to you, even if you have only a few stumps. We will send it FREE—while they last. If you live in or about Tacoma write to or call on

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Thirty-Four Years' Experience

Growing nursery stock True-to-Name, which won our reputation. We have a complete line of nursery stock from which to choose. Our customers are guaranteed entire satisfaction. As usual we will have a splendid lot of

Apple, Pear, Cherry, Peach, Plum and Prune

Also a general assortment of Shade and Ornamental Stock. We will be pleased to figure with prospective planters of commercial pear orchards in Bartlett and Anjou. Write for new descriptive catalog. A postal brings it.

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Some of our

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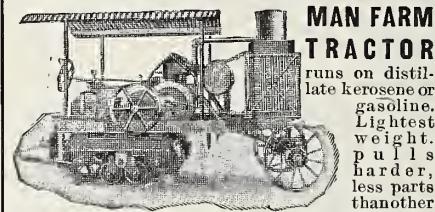
ysis, it makes no difference whether out of your pocket or out of the pocket of the consumer. If it comes out of your pocket you have lost that much. If it comes out of the pocket of the consumer you curtail your consumption that much. Whenever you lose the entire consuming capacity of the market for one-half day you have lost that forever; you never get it back. If for any reason your distribution is inadequate, and you fail to supply the demand in any market on a given day, you have lost that demand forever; it has been supplied with something else. In addition to that you have made it possible for the dealer in the commodity, on account of the scarcity of the product to fill the demand, to boost the price five or ten cents, with the attendant result that you have still further reduced your demand because you have increased the price and thereby curtailed consumption.

"Now, it seems to me that you want to wipe out all this senseless individual prejudice in regard to district pride; you want to wipe out all prejudice in regard to commission men. Analyse them, seek them, investigate them. They are all open to investigation. You can find out whether they are honest, straightforward and upright men. Wipe out this prejudice. Let us all get in the band wagon together and build a marketing machine that will do the thing that we need to have done for this Northwest to save our land values, and then go home and go to raising our fruit and be prosperous and contented, and have stable fruit values, not a high price this year and a market with the bottom knocked out of it next year. All intelligent business men do their business by the light of averages. They do not start in and equip themselves to do business for one year; they start out to do business for a series of years, five years, ten years, fifty years, and base their conclusions on the net averages. In regard to subscribing to a sales organization, don't expect that sales organization to work a miracle in the face of opposition. Go into that sales organization; first, find out what it is composed of; give the constituent members a chance to find out the ability of these people; find out whether they have your confidence or not, and your trust, and if you put your fruit in their hands give them your entire confidence and give them the support of your influence and go down the line with them, and stay in the game in that way and you will succeed. If you get a man in there that is rotten put him out and put a better man in his place. Don't get up and say, 'I will take my doll and go home.' If we ever have a marketing association we have got to pull with them. You have got to furnish the fruit. We could build the finest mill in the world, and how would it run if we didn't have wheat. You growers are responsible for the high price for marketing apples. If you don't wake up you will go on the rocks."

"I have investigated the men, the constituent members of the Northwest

Bees Help Fruit The A. I. Root Co.
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KATERPILLAR TYPE NO SLIP, ONE MAN FARM TRACTOR



runs on distillate kerosene or gasoline. Lightest weight. pulls harder, less parts than other tractors. Two sizes, price \$1165.00 and \$1800.00. More you should know. PAY FOR ITSELF TRACTOR"

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Land, irrigation and orchard schemes examined for owners, buyers, bonding companies or advertising agencies—Orchard and land values estimated—Orchard soils examined—Directs orchard development—Land damage claims estimated—All business confidential.

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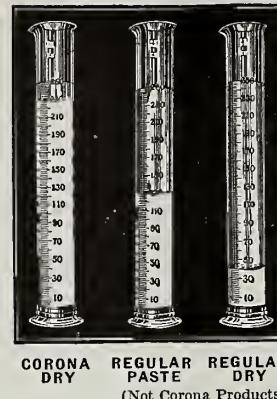
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Whiter, Lighter
Bread

Fruit Exchange. There has been a whole lot said about those people. They are here today. I would like to have you run up against them and see what kind of men they are. It is just a simple question of the application of scientific business principle to the fruit industry, and the marketing of our fruit is all we need. Will we do it or will we flounder on in a hopeless maze of trouble? Talk about delivering boxes of apples at the consumer's front door—how are you going to deliver them? You have got to have a marketing agency, men who know the game, and then work together, team work; the lack of team work is what is the matter with your market today, because a thousand institutions are shooting at it. Whenever a market shows up at five cents higher than any other market every institution in the Northwest is shooting at it. We were operating in the European market, making satisfactory sales; the New York market was loaded till it was staggering under its load, when the brokers of New York found out we were getting good prices in Europe. What did they do? They merely knocked the bottom out of that market. Who was the sufferer? You fellows who grow the fruit."

* * *

Professor Albert Dickens of Kansas Agricultural College, Manhattan, Kansas, one of the judges of the National Apple Show, spoke as follows: "It devolves upon me, I suppose, to bring you a little greeting from one of your older sister states. I am not going to assume any such attitude as saying 'I told you so' that the older sister frequently assumes when the younger sister comes home with her troubles. Kansas is on the list yet, I believe, as a fruit-growing state, though it is true that we pack our product in barrels instead of boxes. I can readily see that Washington has her share of troubles, but I think it may be said that in the school of experience Kansas has taken all the degrees that Washington has and a few more. Like the older sister, our romance, perhaps, was not so romantic as that of Washington, but the older sister who grew up in the days of the fifties, sixties and early seventies had their troubles, perhaps, but the troubles have been of the same order and the same degree. Kansas had her romance; I am not bald-headed yet, but I remember a jollification in the Kansas newspapers when, in 1876, Kansas won about thirty-nine gold medals for the best fruit at the Centennial. Kansas was about in the same conditions then that Washington was some five or six years ago; her orchards were new, the pests were unknown and the growers were enthusiastic; the trees were bringing on their first flush of crops and we had our apple kings—I don't remember any queens, as Oregon boasts in the headlines this morning—but we had an apple industry started; we had an apple industry on the way, and we have always grown some apples in Kansas, bar one or two seasons. I judge from some of the talk this morning that some



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Corona Dry Powdered Arsenate of Lead contains nothing but *lead oxide* and *arsenic oxide*—the only two essentials of any arsenate of lead. The superiority of this insecticide over all other arsenates of lead—dry or paste—is due to the improved process of manufacture, and to that alone.

Corona Dry Powdered Arsenate of Lead, being lighter, finer and fluffier, stays mixed longer without settling, has better spraying qualities and adheres longer to the foliage, fruit and branches. One pound of Corona Dry Powdered Arsenate of Lead will cover more surface and kill more pests than two to three pounds of *paste* arsenate of lead. Use only one or one and a half pounds to fifty gallons of water or fungicide.

It mixes quickly and easily in water—no sediment—no lumps—no

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Never before has there been a satisfactory dry powdered arsenate of lead. The old-fashioned acetate or nitrate precipitating processes give a heavy, coarse substance which quickly settles in the spray tank, making impossible a uniform strength of spray. Our new process overcomes all this.

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Gasoline Tubular Torch. Price \$10.00

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This Gasoline Torch is specially designed for exterminating the larvæ and eggs of the various kinds of insects that destroy the fruit as well as wheat, corn and other farm products. It is a most valuable accessory to the spraying outfit for any farm, and if used, spraying would be less difficult and much more effectual.

The Torch is used, as illustrated, in killing tree pests. The flame can be applied to the bark of the tree or the branches. It can also be applied to the surface of the ground, and by a different adjustment of the valve sufficient heat produced to destroy the eggs, ants, worms and bugs of all kinds burrowed in the soil.

Burns continuously for 3 hours. Length 5 feet 9 inches. Diameter 2 inches. Weight 7 pounds. We prepay express on cash order. Liberal discount to dealers. Agents wanted.

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SAINT LOUIS



of the offspring of those other states are having trouble. They always do. It seemed to me a good deal, this morning, like when some of the youngsters have had too many apples, that it was an acute case of colic tomorrow. We had that same identical condition down there in Kansas some sixteen years ago. 1896 saw more apples in Kansas than we knew what to do with. Those older sisters had told us—New York, New England and Michigan—that some day when our orchards got a little older and all those new bearing orchards came into full bearing that we would have a season that is a little better than usual and we would have more than we would know what to do with.

"There has been great progress in sixteen years in transportation and the matter of storage has altogether grown up in that time. You have the advantage of sixteen to twenty-five years of experience in storing, transportation and protection. The knowledge of bacteriology was absolutely nill twenty years ago, or nearly so, and you have the advantage of all the knowledge in that direction, which Kansas had to do without in those days. The germs had not been discovered and bacteriology was unknown. The codding moth had not come across the river yet. We had the germs the same as you have today, and there are still old fellows in Kansas who sit on the fences and say how in the year 1879 the farmers came in from Clay County and bought every apple they could get at a dollar a bushel and took them away themselves, and all we had to do was to make change. You fellows tell a little bigger story, but we had pretty nearly the same thing, and at that time a dollar a bushel in Reilly County, perhaps, was as good as two dollars and a half a box in the orchard out here. But we couldn't get cars and there was no storage. Not one grower in a hundred had a place to put his crop. We have all been through these troubles and, like the older sister whose children are growing up, we have other troubles now. I want to say that these questions are not peculiar to Washington or to any country. The only reason you are discussing it today is because you have got a better standard of living than we had twenty-five or thirty years ago. You must meet these questions today in the way that will result in the highest good, not

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only to Washington but to the other fellows, and it seems to me, in the work that you have been trying to do in getting the producer and the consumer closer together, that when you talk about the problems of marketing, the problems of handling, the thing that you have got to do first is to get the point of view of the other fellow. That, perhaps, is just another application of the golden rule. The square deal, the golden rule and the viewpoint of the other fellow are about the same thing, and while you have too many apples in Washington there are thousands of children in other states who go to school this week without an apple in their lunch basket, and there is a vital condition. In our grange meetings we have boasted that the farmer was the foundation upon which all other industries must stand, and we have boasted just a little too much, because we need the man who can sell apples and the man who can buy apples just as certainly as we need the man who can grow apples. Go ahead and find him. Your fruitgrowers' associations, your assemblages of growers, your unit here or there, some of them has the man who has that faculty, and when you find him put him forward and it will be all right; union and co-operation is necessary in these associations of fruitgrowers just the same as in this association of state. I have perhaps had a hundred intimations since I have been out here that Kansas was jealous of Washington apples, and I want to say right now that while we perhaps take a little credit for having sent these fellows out here who have done so much with this business, we are not jealous. We say go ahead, and if you can sell your apples at five dollars a box go to it; God bless you, go to it. I always remember that we have got a whole lot of prize stock in Kansas that I hardly think will have to go to the canners.

"I am reminded of a story that John Hale told us. He was down in Georgia looking into sociology conditions and trying to get material for some magazine articles. He came across an old church with an old colored brother sitting on the steps and he said, 'Brother, can you tell me about this church?' The old man said, 'I can tell you this is an African American Methodist church.' Mr. Hale said, 'Will you give me some figures about your congregation?' The old man said, 'I am the pastor of this church and I can give you all the information. We have a full congregation every Sunday.' Mr. Hale asked, 'What is the salary of the pastor?' 'Well, I don't mind saying that I get ten dollars a year.' 'Well, sir, it is a shame that any minister should ever get ten dollars a year.' 'Hold on, hold on,' he said, 'You never heard me preach.'

"I think we have made a little progress in this line that has come as an outgrowth of some demonstrative work that you have done out here in the way of spraying and proper pruning, because we are doing those things; we have learned a few things from Wash-

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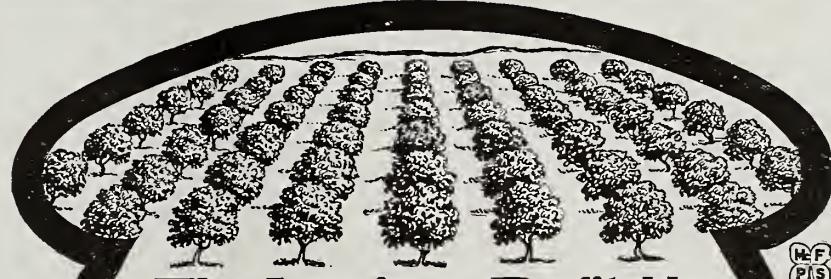
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In a certain orchard at Wyoming, Del., is a ten-acre block of early apple trees which the owner repeatedly has refused to sell for \$10,000. It is said to give \$4,800 net profit each year.

The man who grows the very early apples can make a lot of money easily. In June and July apples sell quickly on local markets, and bring very high prices when they reach the big city markets. You should grow at least all the early apples you can eat at home from the time they first ripen until fall apples are mellow. Ten nine-year Yellow Transparent trees should yield all the apples you can eat and \$40 worth to sell. A hundred trees, nine or more years old, should give you \$400 a year net profit.

Four-Year Trees Yield a Bushel Each

Yellow Transparent is the best early apple for both eating at home and to sell. The apples are perfumed, juicy, rich and spicy—as delicious as strawberries. They are the first apples to ripen in the summer. Yellow Transparent trees begin to bear when they are three years old. They generally produce a bushel each when four years old, and often yield five bushels each when five years old. They thrive anywhere, North or South, low or high.

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ington. We may be a little slow back there, but you don't have to hit us more than two or three times with the same brick before we begin to wake up. This year we have lots of apples in Kansas and the men who grow them began to wonder what they were going to do with them, and they wrote in to our extension man, who had the brief on his hands, and he had to get busy with two or three stenographers and write here and there and everywhere, so we had to commence at once the attempt to hook up the consumer and producer with a good deal less length between the motive power and the load. That is what we are doing and that is what you must do. You cannot pass up the man who eats the apples; he is the one who ultimately pays the bills, and if you get apples so high that he only takes one home Saturday night to put on the table Sunday it is not very good for the apple business. We induced a good many retail dealers out in the towns along the branches of the railroads, and along the main line too, to buy a car, where they had storage, and the storage space was all taken largely by the retail merchants who bought the cars. At Salina, for instance, where they had storage capacity for sixty or seventy cars of apples, nothing big, but still we used what there was, and the dealer put his stuff in there for about two dollars and a half a barrel. Everybody knew what that man paid for those apples. One dealer sold out a carload at a profit of fifty cents a barrel in less than two weeks. There was a good wheat crop in that country and everybody had money, and they saw by the paper that such a man had bought a carload of apples, and the man who sold it put it in the paper, you understand, and the consequence was that the dealer did not put that car of apples into storage at all, because the farmers took them out before he could store them away, and he got fifty cents a barrel profit and did very well. It was a very nice profit for everybody. The orchard man had enough, the railroad company had all they asked, so I suppose they got enough, and the merchant had enough to pay him for the trouble and keeping his books and everything, and they all did a good business and everybody was happy. So he bought another car that he put into storage and he is taking that out at about twenty-five barrels a week for his trade. The man who bought a barrel, if they were only Kansas Jonathans, he got good value for his money. Of course, he might prefer a barrel of Winesap or some other of your fine Washington apples for about two dollars and a half or three dollars, but Kansas Jonathans are not so bad.

"You are going to lose some apples. You can't sell them all. I saw a man selling some nice apples the other day and I asked him how much he wanted a bushel and he said, 'Well, he didn't know how much would make a bushel, but I could have them for fifty cents a sack.' I guess there was about a bushel and a half in the sack. But the man

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who grew those apples is not losing any money. Knock your prices. This is a kind of community different from ours. If you can keep the price up like that, God bless you, do it, but we will sell our apples until you can open up the Panama canal, or some other way, so as to get as cheap transportation as we get. When that time comes we will try out the question whether your size and color carries the quality of the Kansas apple. There may be as good quality in a smaller apple, and after all the apples have to stand the tests of the workingman's tooth. He is the ultimate judge of value.

"It has been hard to organize the farmers—harder than with any other class of men who have ever got together. The grange has never been a successful co-operative organization in very many localities. Why? Because they do not know each other as you fellows do. You take the grangers, they see each other once in two or three weeks, and at the farmers' institute they see each other once a year, and they have not the confidence in each other. Now, there have been a few rascals amongst the farmers as well as anywhere else. Men average up pretty well. You have a system of inspection of packs out here, and it works very well, but you get your men educated up so that his conscience as well as his eyesight is tender enough so that he won't let a two and a half inch apple get in a pack of three and a half. We have got to do that. It is just a square deal, or the golden rule all the way through. The same thing is true of your apple buyer, of the man who does the shipping and loading and the man who keeps the books and the man at the other end who sells the stock. If you can find a retail dealer in Illinois who will ship a carload of apples direct from here without having them diverted at Omaha or Chicago you are that much better off. You know where it is going to. The thing that you want to do is to get these apples in there at a price that will stimulate the consumption.

"Now, I don't know, but it looks to me as though you have your apple prices pretty high for poor folks. The men who can buy these high-priced apples in the eastern part of this country are not nearly so numerous as the men who work in the factories and on the railroads, and in the stores and on the streets. Three dollars and a half a box is pretty high for those fellows. Maybe you will keep it up, but as an older sister who has seen her apples sell on the trees for a dollar a bushel, and has been mighty glad to take a dollar a barrel for them, we have our doubts about it. Keep up your quality and keep up your reputation. If you have to take off half or three-quarters of the apples from the trees do it, and keep up your quality. You had better raise one bushel of good apples than three bushels of poor ones. You have got the best start that was ever made in the world as to quality. I am not giving you taffy; that is right; those are

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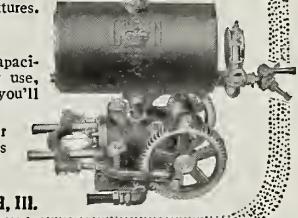
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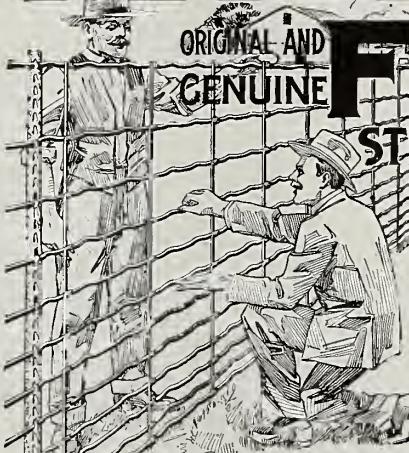
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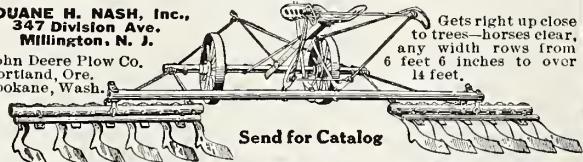
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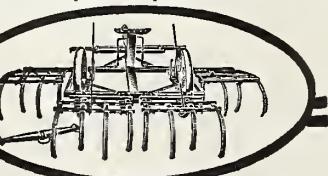
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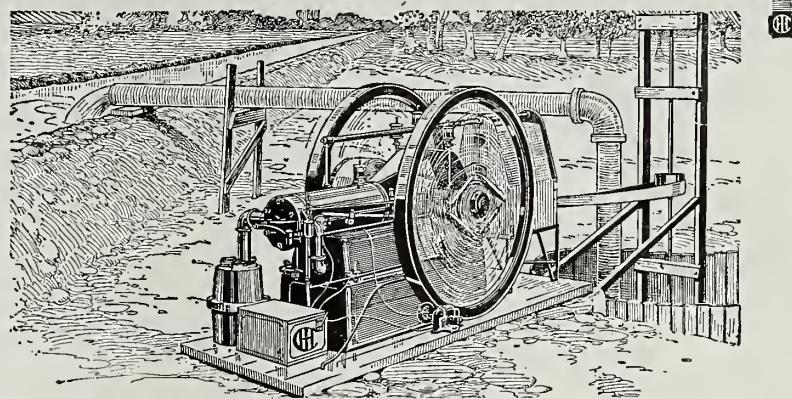


just facts, because I have judged your apples at several shows, in St. Joseph, Missouri, and at several points in Kansas, and you have got the quality and you have got the size; no man can doubt when he goes to the shows of Western apples that you have magnificent fruit. Any man who would taste many of your Winesaps, your Spitzbergs and Jonathans and so on, as I have in the last week, will admit that your quality is the very highest; there is no question about it. You cannot get color and size into an apple without getting a lot of quality. That old Yankee idea that the Good Lord had only one recipe for making apples, that he put in so much flavor in the Baldwin and one or two other varieties that there was none left for other varieties is nonsense. We know that the factory works on the same old recipe, so much flavor and so much juice, and your apples will carry just as much flavor and just as much juice as any. But this question of getting a market is the last thing needed, and I doubt if you can teach a man to use apples any more than you can teach a boy to trade horses. You are wasting your time if you try. You can teach the boy the horse and you can teach him the principles of business, but you cannot teach him to use his judgment in a trade. You have got to consider the consumer more than you have. You have got to spend so much for handling and so much for packing and picking, and when you come to the railroads, they have rights as well as the rest of us; they have got to have so much dividends on their stock, they have got to deduct so much for running expenses and improvements and upkeep, and you must give to everyone, the railroad man and everyone else, the square deal which you expect, so that each man will get what he ought to get out of that bushel of apples, and we will get the bushel of apples to the man who eats them with just as little friction as possible. The old idea that somebody would be put out of a job if you hook up the consumer and producer is ancient history. No man knows better about that than the commercial man. Hundreds of commercial men would rather raise apples than sell them if they could get the same wages at it. Diversified farming is bound to come in every locality, more or less. You have your troubles. You inherited some of them, but some of you little folks got to playing with the little folks from China and Japan, and you fetched a few insects into this country that made us a lot of trouble. The San Jose scale came to us from the East. We have learned to fight it. I heard a Kansas man say that he thanked God for the San Jose scale because it put some of his neighbors out of business; they either had to clean up or quit, and they just quit, and the apple industry was better for it when they did grub up their trees. You have got the right spirit out here about that; if a man doesn't want to do the thing right don't let him do it at all; that is the philoso-

phy of the whole business. Some of these days you are going to apply some of these socialistic principles out here further than we have. Five or six years ago, on the item of infection, it was always thought that it was socialistic, that a man had a right to keep scale in his orchard if he wanted to, and there are a few more of those things scattered over the land. Some day a man won't have the right to misuse his orchard or his land. The authority of these inspectors is bound to grow more rather than less. The advertisement that you have gotten out of the fact that it is illegal to ship worms out of this state is worth more than all the apples that ever went to the ground, very much more.

"I am not a political economist or an authority on such subjects, but the way I see it is that you must get the other fellow's viewpoint and get your apples to the millhand in New England as cheap as you can; that the problem is going to get greater rather than less, because New England is setting out thousands of acres of orchard, and in New York right now there are more trees set out than there has been for many years, and Virginia and West Virginia are also planting apple trees. You have got to get together. It is not whether Yakima or Wenatchee is going to work and going ahead or not, but it is whether or not you are going to get that grade of apples to the people who need those apples. We have got to get our share of the consumer's money, but we have not done it, and that is another point that I think Kansas, as an older sister, can add just a little experience. Last night as I walked down the street I noticed about fifteen glittering signs all over this town that described beer, Yakima beer and Tacoma beer and all other kinds of beer, but there was not one of them in Spokane that said a word about apples. There was no sign that said, 'Eat a Grimes Golden.' How many apples do you suppose a sign of that kind would sell in New York if someone had one up there over an apple stand stating this is the time when the Grimes Golden is ripe; this is when a golden beauty is ready to eat. I believe a little advertisement put out by the Underwood Orchard Company of Hutchinson, Kansas, sold more apples than anybody could imagine, and that is the little line, 'An apple a day keeps the doctor away.' That is good advertising; it is good business; it is a good sign; it is good economics. It is for the lack of just those things that we are not getting our share of the consumer's money.

"I was in a market in our town two or three years ago when we had a low crop of apples and the price was very high, and we were not asking about an apple market that year. As I was in there a man came in and looked at some very fine Winter Bananas. He said, 'How much are those apples?' They said, 'Two for a quarter.' He said, 'They are too high for poor folks,' and I saw him about five minutes later go in the drug store and pay twenty-



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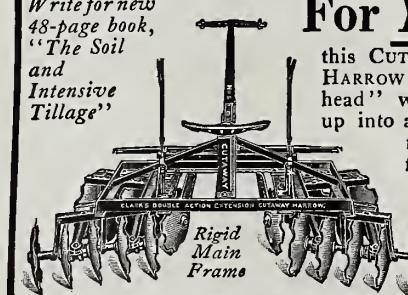
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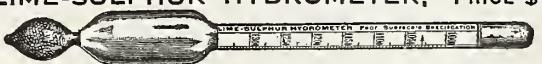
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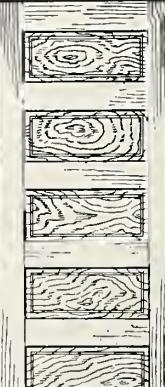


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five cents for some of those black sticks that you call cigars. Now that is no laughing matter, for that man had two little girls at home, and they did not get their share and we did not get our share of his money. He ought to know that he had no moral right to spend that twenty-five cents for cigars when those two little girls did not have an apple to carry to school. Isn't that about how the thing hooks up with the golden rule and the square? A man is not giving his family a square deal when he spends twenty-five cents for cigars and his children have not got an apple to carry to school. Now, we have got to put a stop to this useless waste of money. Some of these days when we get up on that higher plane we will say that a man cannot buy tobacco until his family is provided for. That is socialistic perhaps, but no more so than making a man chop down his apple trees because he won't spray. How are you going to get your share of this man's money? You can't force him to buy apples; you can't take it from him. That man ought to be ashamed. He would have been ashamed if I had said to him, 'You ought to give those cigars to those little girls and let them bring them down and trade the cigars for a nice Winesap apple.' I didn't have the nerve; it was not my business. I had not got on a high enough plane to do that. If we advertise our apples as these breweries advertise Schlitz and Yakima beer we would sell more apples. I see all over the West, 'Drink Yakima beer,' but I never see a sign 'Eat Yakima apples.' You have not got an organization, and you have not got the nerve to spend the money for advertising. You have got to get this matter before the people. You have got to get the other man's viewpoint. He sees this beer advertised and he buys it, and we have got to make these people buy these apples instead of the beer. I don't believe we want to say Yakima apples or Wenatchee apples; we can say Washington apples or Northwestern apples, if you want to, and we will try and keep up our end in Kansas. You may outsell us, but I don't care as long as we get the children to eat apples. We ought to have the industrial cooking schools and domestic science people teach their pupils that there is just as much nourishment in an apple as there is in a potato. It is just as essential for your physical health that you should eat fruit as that you should eat flour. All of these things should be attended to. We are not going to learn it in a day, but you must keep working at it and get your grangers and your fruitgrowers of Washington to stay behind the movement, get the other fellow's viewpoint and these details of hooking up; whether you are acting through your local association or as a widespread selling organization, friction is what holds back things in this world, and this useless work, and that is what you must do away with.

"I was down in Kansas City last winter and I saw one man who had worked

four days in a big storage house dragging stuff from one pile to another, because this jobber had sold that jobber two carloads of apples. That figures up about ten cents a box, and he was to transfer it over to his pile near his loading track. Now, then, somebody paid ten cents additional for each box of those apples, and that was friction. You have got to grease the wheels and get the stuff down to the man who eats it with the least possible friction, with the least possible cost. You have had your apples too high for poor folks, and there are not enough aristocrats in New York or Boston or Philadelphia to take all your crop. This year, 1912, you have got to sell some of them to very common people, and you have got a lot of common apples to sell. That is right. And if you don't prune, and if you don't spray, you will have an increasing percentage of common apples. We in Kansas can outsell you on common apples because we have got fifty cents the best of you on freight, and as long as we get about fifty cents a box we can make money and we know it, and we will keep on selling apples as long as the railroad rates are up. We are not letting the hogs run in the orchard any more, and we have got cultivators and we are doing a lot of pruning. There will be more men pruning in Kansas and Arkansas in the next six months than ever before in the history of those states, because we have learned a few things. We had a great time beating it into our people. I remember in the Kansas Horticultural Association fifteen years ago there was a fellow pretty well scared to death. We had been doing some experimenting and we got some good results from summer pruning, and an old nestor said, 'Young man, do you think you can raise a better apple tree than God can?' Our experimenter got a little angry and his face got as red as a beet, and without thinking how it sounded he said, 'Hell, yes.' Now, they were both wrong, because God and the good grower together can grow a better apple tree than either one by himself, and that is right. You have got to get a better apple than nature ever made, and we have got to keep them better and keep up the quality. I don't know about this rotation of crop business between the trees. You have got to figure these things out in the future; that is a problem for the horticultural society, and about 1950 we may possibly know what is the best thing to grow between the apple trees to get the 'Goo' in the soil, what is best to plant after the orchard has gone so that you can get it back to apples again, how many years has it go to rest, how much humus must you have in the soil—these are all problems, but you must not approach them in a spirit of discouragement. You are better off than we were in Kansas twenty years ago because you have the department of agriculture, you have the bacteriologist and the plant pathologist and the soil analyst and the soil chemist. We did not

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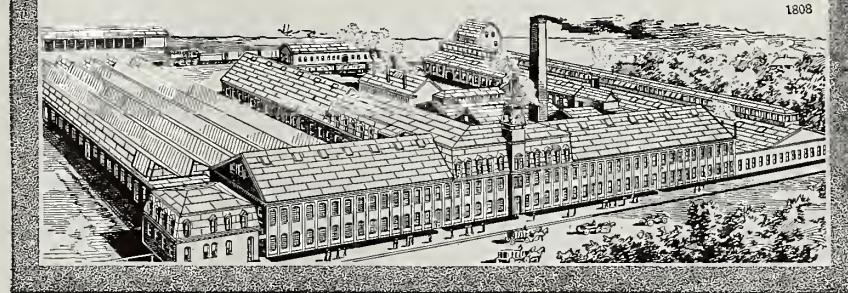
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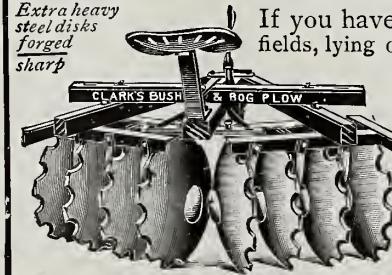
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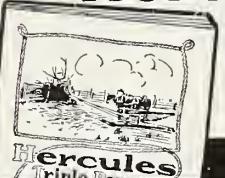


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have these men twenty-five years ago; we have raised most of them and made most of them. The science of bacteriology is not yet twenty-five years old. Twenty-five years ago they did not know what caused pear blight, and although the government men are working right now on that problem, they do know something about its life history and something of control.

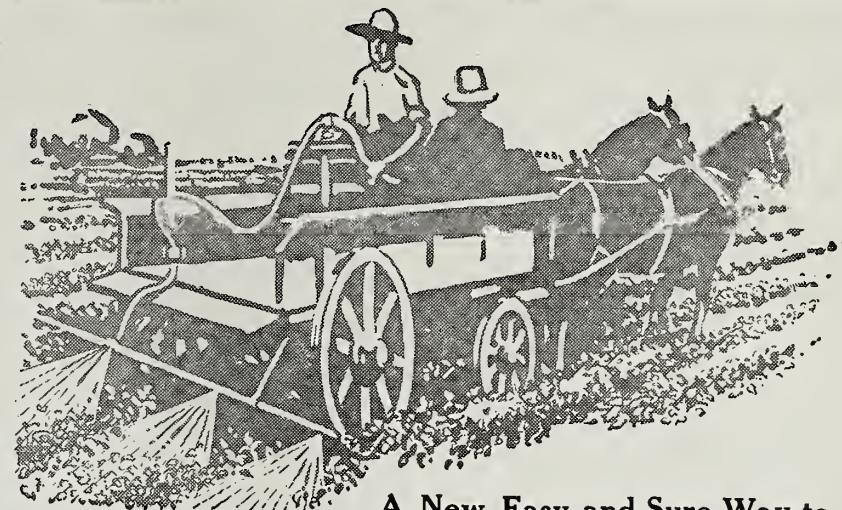
"Now, gentlemen, as to the market end of it I have not very much to say that is right to the point or definite. I am not a commercial man. I have had to sell a few apples and I have done the best I could at it, and that is probably what my friends over here in the commission business would say, that they have done the best they could at it. I will repeat, you must reduce this friction, and don't let there be any jealousy between Yakima and Wenatchee and Spokane and Hood River and Rogue River. You are all in the business, you are all trying to raise the very finest apples that you can, and you must work together in order to find a market. Our little brown brother over in the Philippines ought to have some of these apples, and the little celestials in China ought to have some apples, and in the Japanese Empire they ought to be given an appetite for apples, and when we get through with them let us tackle the Hindoo and see what we can do with them. We have not got too many apples; we have too many people who do not eat apples, and that is the problem. We have a little the best of you on freight rates. The Panama canal is not finished yet. You know there were a lot of fellows who lived ahead of their time in Kansas. I remember a business man, a strong looking business man, a man of good reputation and of good business sense, and as we were traveling together across Nebraska not long ago he spoke of many things that were considered hair-brained twenty years ago. We had one old man in Kansas who wanted to bond the government to take the Missouri River out of its bed and across Kansas and Oklahoma and Texas and dump it in the Gulf of Mexico, where it would do good and not harm. It would not have cost nearly as much as the Panama canal, and if we could get all that good silt scattered in Kansas, Oklahoma and Texas, and keep it from settling at the mouth of the Mississippi where it costs good money to clean it out every year, it would be a very good thing. We are going to do those things some day, no matter how hair-brained they sounded twenty years ago. There is enough water goes to waste down the Mississippi and Missouri Rivers to make an inland empire down there that would raise horses and cattle and wheat and corn enough to feed more millions of people and make more money than you little fellows will ever make out of apples. Those things are not hair-brained today. A thing that was considered impossible twenty years ago is done as a matter of course now. One of the boys at the college said, 'About as soon as you say a

man can't do a thing I run across a man doing it.' I remember when a good old brother in the American Pomological Society said that the San Jose scale heralded the downfall of American horticulture, but as my friend said, as I told you a while ago, it has turned out really a good thing; it taught us to spray. Because you have had some bad luck in 1912 don't lessen your efforts; don't let any man say it doesn't pay to raise apples until you have got the friction out from the machinery that moves the apples from the tree to the table. Form your organization. It may not be the ideal organization, but you will be benefited by it and learn by your mistakes. These apple shows are of great educational value. It is perhaps hard to congratulate the man who wins without a little feeling of dissatisfaction, but really I believe that the men who get the most out of this show are not the men who win but the men who learn to take second place with a good grace. I believe that we have won a good deal in the apple shows in getting this impersonal proposition in judging. For myself, I don't know who the competitors are and I don't want to know. Everybody is my friend, and when I take down a box of apples I score the packs the best I can, and I score every box as if it was the property of my own brother. I don't know one from the other, and I have got no reason to have any better feeling toward my brother as an apple grower than toward the man who does not like me, because it is the apple business that I am working for, and not that particular man. You have many young trees just coming into bearing and it is very easy for you to be tempted to leave a few more apples on the tree and see if you cannot make a little more money. I do not believe that those apples are going to get big, because it is easier for a tree to raise a big apple than a little one. The big percentage of the plant food that you get in your apples you will find around the core and the seeds, and the core and seeds are a little out of proportion. They are just about as big in a little apple as a big one. That is what worries the government experts when they come to name apples. When we cut through them we find that in the big apples the core is not any bigger than it is in some smaller ones, so that we wonder if it is the same apple.

"Keep at it all the time; never let up for a moment in your efforts to reduce friction, to get the fruit from the trees to the table with the least possible cost, and get the other fellow's viewpoint."

Almost the whole world knows of Hood River as a place that produces the best fruits, and all of Hood River Valley should know, and could know, that there is one place in Hood River, under the firm name of R. B. Bragg & Co., where the people can depend on getting most reliable dry goods, clothing, shoes and groceries at the most reasonable prices that are possible. Try It.

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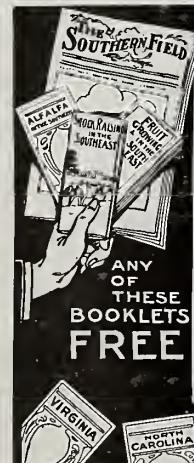
Arsite is sold in 35c half-pint cans and in 65c pints; *Calite* in 30c pints and 50c quarts. We can supply you if your dealers can not.

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Northwest Fruit Growers' Unions and Associations

We publish free in this column the name of any fruit growers' organization. Secretaries are requested to furnish particulars for publication.

Oregon

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Ashland Fruit and Produce Association, Ashland.
Benton County Fruit Growers' Association, Corvallis.
Brownsville Fruit and Produce Association, Brownsville.
Coos Bay Fruit Growers' Association, Marshfield.
Coquille Valley Fruit Growers' Union, Myrtle Point.
Cove Fruit Growers' Association, Cove.
Dallas Fruit Growers' Association, Dallas.
Douglas County Fruit Growers' Association, Roseburg.
Dufur Valley Fruit Growers' Union, Dufur.
Dundee Fruit Growers' Association, Dundee.
Estacada Fruit Growers' Association, Estacada.
Eugene Fruit Growers' Association, Eugene.
Hood River Apple Growers' Union, Hood River.
Hylan Fruit Growers' of Yamhill County, Sheridan.
Imbler Fruit Growers' Union, Imbler.
La Grande Fruit Association, La Grande.
Lincoln County Fruit Growers' Union, Toledo.
McMinnville Fruit Growers' Association, McMinnville.
Mil' on Fruit Growers' Union, Milton.
Mosier Fruit Growers' Association, Mosier.
Mount Hood Fruit Growers' Association, Sandy.
Newburg Apple Growers' Association, Newburg.
Northwestern Fruit Exchange, 418 Spalding Building, Portland.
Northeast Gaston Farmers' Association, Forest Grove.
Oregon City Fruit and Produce Association, Oregon City.
Rogue River Fruit and Produce Association, Medford.
Salem Fruit Union, Salem.
Santiam Fruit Growers' Association, Lebanon.
Springbrook Fruit Growers' Union, Springbrook.
Stanfield Fruit Growers' Association, Stanfield.
Sutherlin Fruit Growers' Association, Sutherlin.
The Dalles Fruit Growers' Union, The Dalles.
Umpqua Valley Fruit Growers' Association, Roseburg.
Washington County Fruit Growers' Association, Hillsboro.
Willamette Valley Prune Association, Salem.

Washington

Apple Growers' Union of White Salmon, Underwood.
Bay Island Fruit Growers' Association, Tacoma.
Brewster Fruit Growers' Union, Brewster.
Buckley Fruit Growers' Association, Buckley.
Cashmere Fruit Growers' Union, Cashmere.
Clarkston Fruit Growers' Association, Clarkston.
Cowitz Fruit and Produce Association, Kelso.
Dryden Fruit Growers' Union, Dryden.
Elma Fruit and Produce Association, Elma.
Felida Prune Growers' Association, Vancouver.
Garfield Fruit Growers' Union, Garfield.
Goldendale Fruit and Produce Association, Goldendale.
Grandview Fruit Growers' Association, Grandview.
Granger Fruit Growers' Association, Granger.
Kalama Fruit Growers' Association, Kalama.
Kennewick Fruit Growers' Association, Kennewick.
Kiona Fruit Growers' Union, Kiona.
Lake Chelan Fruit Growers' Association, Chelan.
Lewis County Fruit Growers' Association, Centralia.
Lewis River Fruit Growers' Union, Woodland.
Mason County Fruit Growers' Association, Shelton.
Mount Vernon Fruit Growers' Association, Mount Vernon.
Northwestern Fruit Exchange, 510 Chamber of Commerce Building, Spokane.
Peshastin Fruit Growers' Association, Peshastin.
Pullman Fruit Growers' Association, Pullman.
Puyallup and Sumner Fruit Growers' Association, Puyallup.
Spokane County Horticultural Society, Spokane.
Spokane District Fruit Growers' Association, Spokane.
Spokane Inland Fruit Growers' Association, Keisling.
Spokane Valley Fruit Growers' Co., Otis Orchards.
Spokane Valley Growers' Union, Spokane.
Southwest Washington Fruit Growers' Association, Chehalis.
Stevens County Fruit Growers' Union, Myers Falls.
The Green Bluffs Fruit Growers' Association, Mead.

A PANORAMIC VIEW

of the

Famous Hood River Valley
showing

13,000 acres of apple orchards, Mt.
Hood, Mt. Adams and the Columbia
River Gorge.

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Hood River Wholesale Nurseries

HOOD RIVER, OREGON

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Penryn Fruit Growers' Association, Penryn.
Sebastopol Apple Growers' Union, Sebastopol.
Sebastopol Berry Growers' Union, Sebastopol.
Stanislaus Farmers' Union, Modesto.
The Supply Company of the California Fruit Growers' Association, Los Angeles.
Turlock Fruit Growers' Association, Turlock.
Vacaville Fruit Growers' Association, Vacaville.
Winters Fruit Growers' Association, Winters.

New Mexico

San Juan Fruit and Produce Association, Farmington.

British Columbia

Armstrong Fruit Growers' Association, Armstrong.
Boswell-Kootenay Lake Union, Boswell.
British Columbia Fruit Growers' Association, Victoria.
Creston Fruit and Produce Exchange, Creston.
Grand Forks Fruit Growers' Association, Grand Forks.
Hammond Fruit Association, Ltd., Hammond.
Hatzic Fruit Growers' Association, Hatzic.
Kaslo Horticultural Association, Kaslo.
Kelowna Farmers' Exchange, Ltd., Kelowna.
Kootenay Fruit Growers' Union, Ltd., Nelson.
Mission Fruit Growers' Association, Mission.
Okanagan Fruit Union, Ltd., Vernon.
Queens Bay Fruit Growers' Association, Queens Bay.
Salmon Arm Farmers' Exchange, Salmon Arm.
Summerland Fruit Growers' Association, Summerland.
Victoria Fruit Growers' Exchange, Victoria.
Western Fruit Growers' Association, Mission.

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Wenatchee

Boise

Yakima

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Payette

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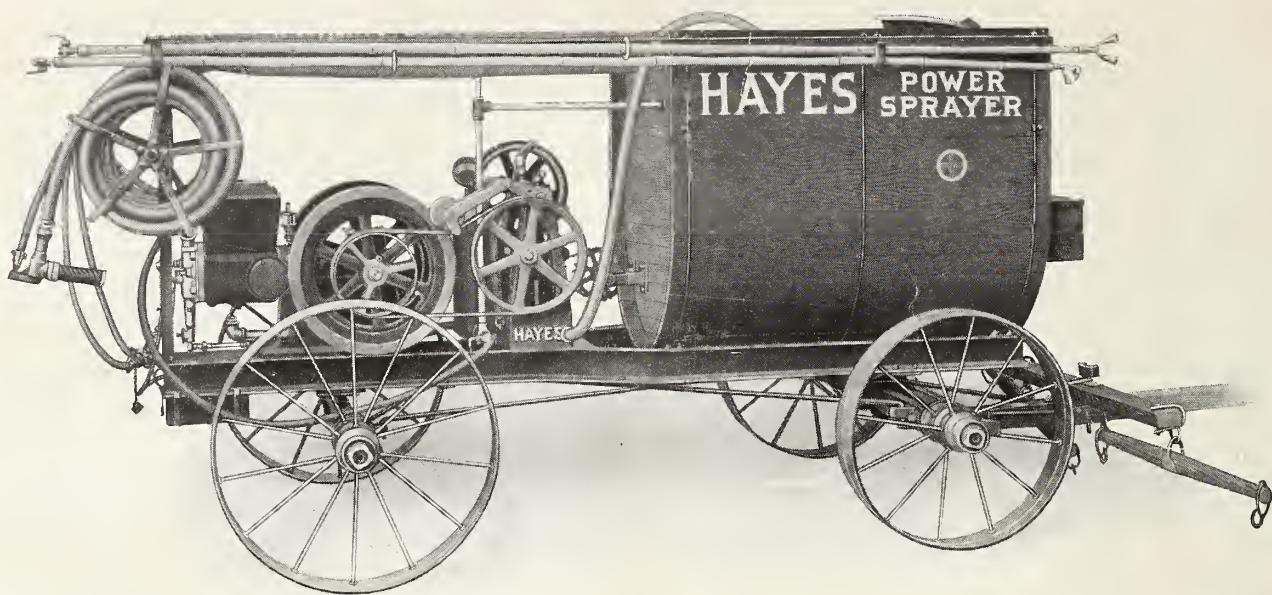
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The HAYES is *guaranteed* to maintain 300 pounds pressure. It thoroughly covers every particle of foliage with a fine mist, insures results and saves solution.

The HAYES is of thorough mechanical up-to-the-minute construction from tank to nozzle. Special Design Engine, Large Capacity *High Pressure* Triplex Pump, Improved Agitator, 200-gallon Cypress Tank, Hydraulic Tank Filler, Hose Reels, Bamboo Rod Holders, complete length Level Platform, fitted with Extra High Pressure Hose and HAYES Spray Nozzles, improved in every detail, the HAYES is sure, reliable and easy in operation and *guaranteed* in efficiency.

Strong steel frame, cross braced and hot riveted. All steel *non-tip-over* cross reach Orchard Truck that turns in 14 feet. *Cannot strike trees in turning.*

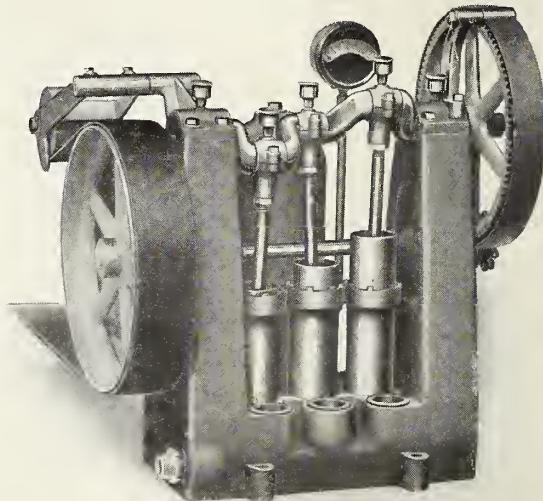
The pump, engine and tank are bolted directly to steel beams. *All operation is in a direct line* in the center of the frame. All weight is low down, the truck is short coupled and compact, insuring stability, lightness of draft, less jar and pounding, fewer adjustments, breakages and repairs.

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